

ALL ABOUT HISTORY

Lads' Army

Britain's Home Guard were armed, dangerous and ready to kill



VICTORIAN MEDICINE

Deadly diseases & even deadlier remedies

THE LAST DAYS OF POMPEII

Countdown to Rome's greatest disaster

ELEANOR OF AQUITAINE

CRUSADER QUEEN

How one woman defied the odds to wage holy war

Racist, sexist & dishonest

The real mad men behind advertising's golden age

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ISSUE 35

The Battle of Verdun

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Find out how the Home Guard prepared to battle back a German invasion on page 78

Welcome

It's hard to imagine the responsibility Eleanor of Aquitaine must have felt when, around the age of 15, she became the most powerful - and consequently the most desired - woman in Medieval Europe. Upon the death of her father, she inherited more land than even the king of France himself owned. She was swiftly engaged to the king's son, Louis, and just days after their marriage they became monarchs.

But Eleanor was not the meek and mild submissive that was expected of a 12th-century queen. When her husband announced he would wage war in the Holy Land, she insisted on joining him. Turn to page 28 to join Eleanor on her crusade and find out why she was imprisoned for treason.

Meanwhile, on page 40, Charles Saatchi exposes the racism and sexism of the golden age of advertising with an article on the real Mad Men of Madison Avenue. You can also celebrate the release of the new *Dad's Army* movie with our special feature on the Home Guard on page 78 - how would they have fared in the face of invasion?



Alicea
Alicea Francis
Editor

Editor's picks

12



The history of food & drink

Learn how to make a Mayan chocolate drink, step inside a Medieval banquet and follow a day in the life of an American bootlegger.

52



Victorian medicine

From cocaine toothache remedies to 60-second amputations and more, discover the bloodcurdling world of 19th-century medicine.

70



Francisco Franco

When the Spanish Civil War general died, were the nation's tears ones of grief or relief? We examine his controversial leadership.

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CONTENTS

Welcome to All About History

ELEANOR OF AQUITAINE

CRUSADER QUEEN

28 The most powerful woman of the Middle Ages revealed

FOOD & DRINK

14 Timeline

From mammoths to McDonald's, discover how our diets have evolved

16 How to

Follow the Mayan recipe for making a bitter-sweet chocolate drink

18 Day in the life

Learn how bootleggers dodged the law during the Prohibition of the 1920s

20 Anatomy of

Find out why so many cooks in Nelson's Navy had wooden legs

22 Hall of fame

The stories behind some of our supermarkets' biggest brands

24 Inside history

The Eastern origins of the famous Medieval banquet

26 5 myths busted

Were Native Americans really invited to the first Thanksgiving?



FEATURES

40 The real Mad Men **62 The last days of Pompeii**

Advertising heavyweight Charles Saatchi exposes the sexism, racism and dishonesty of its golden age

How a bustling Roman town became one of Earth's biggest graveyards

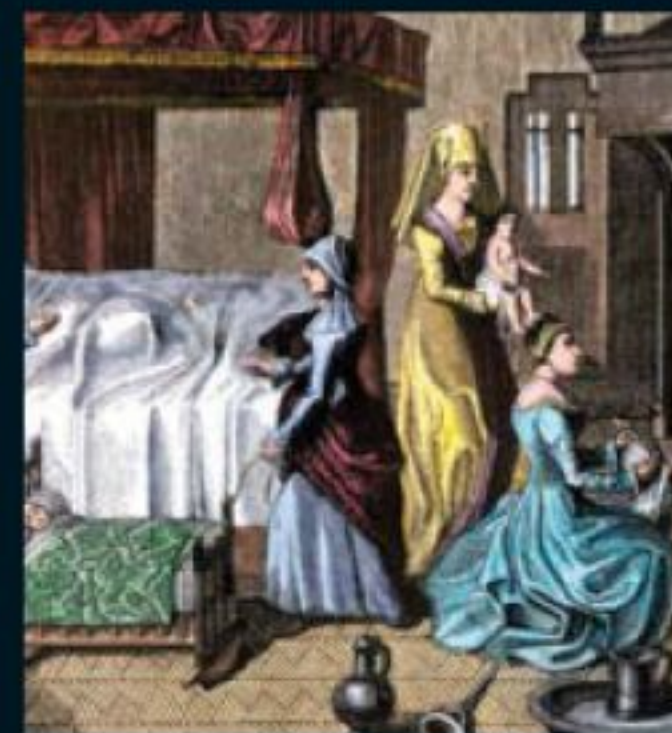
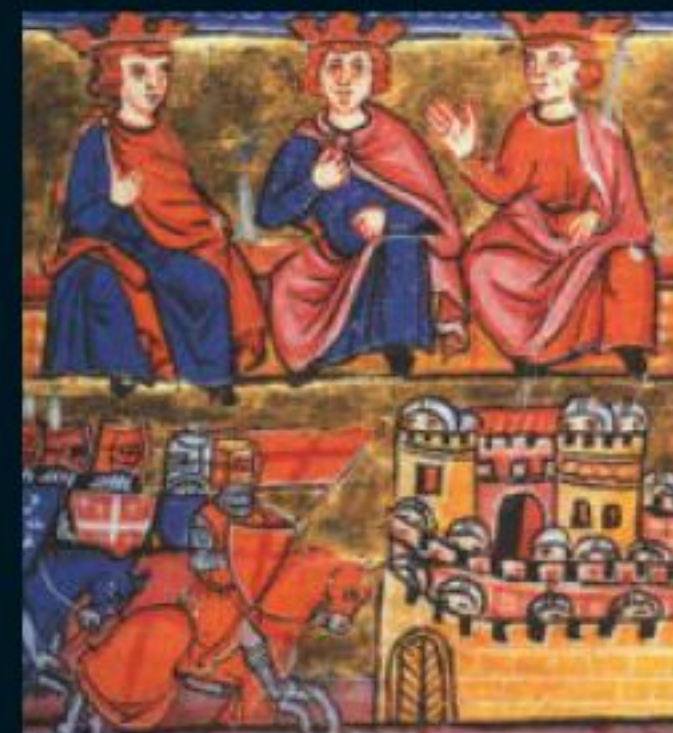
52 Victorian medicine **78 Home Guard**

Peer inside a blood-soaked operating theatre, read an amputation step-by-step, and discover some of the weirdest remedies of the 19th century

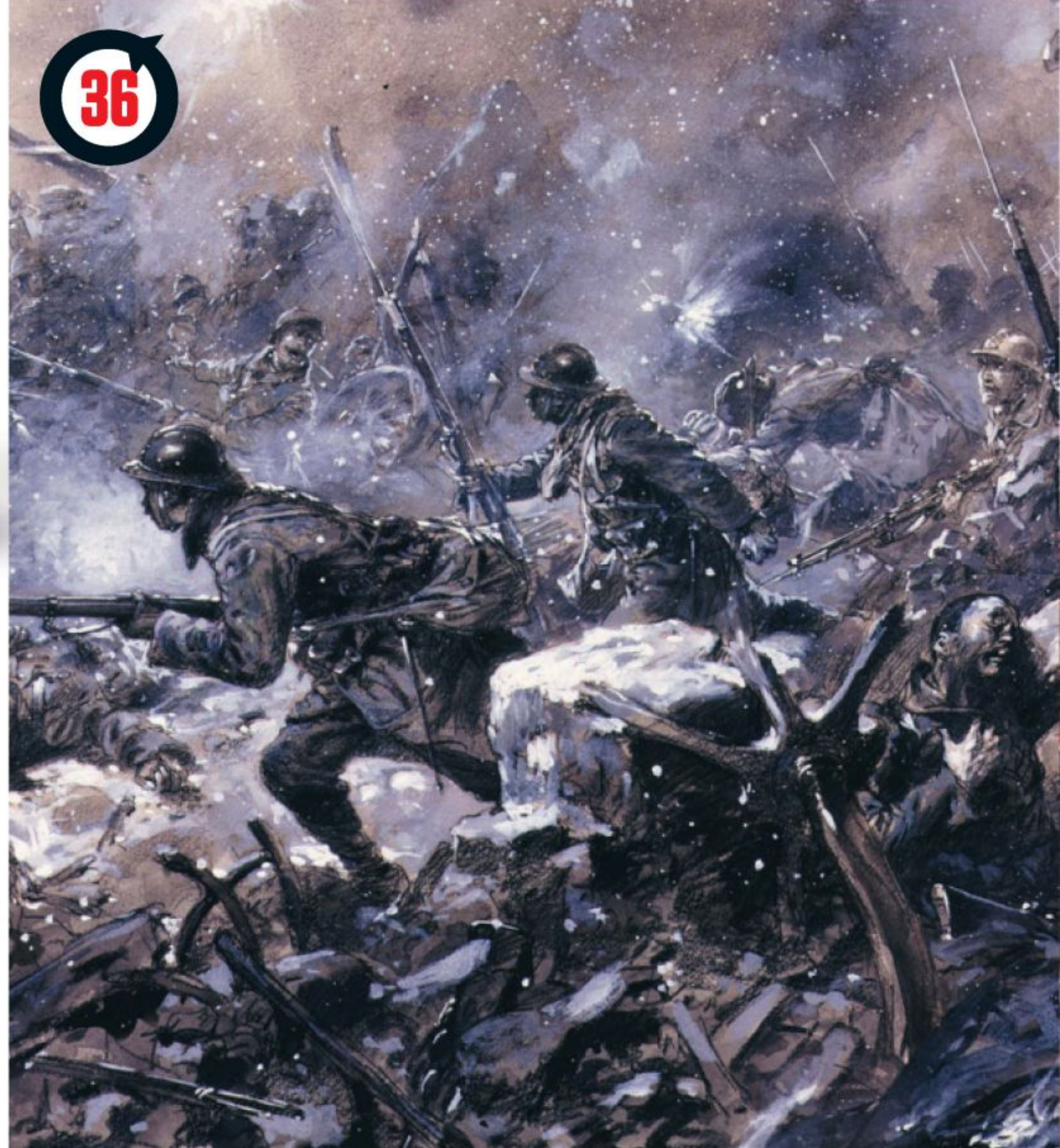
With the release of the *Dad's Army* movie, we reveal how Britain's World War II Home Guard would have fared in an invasion



28



36





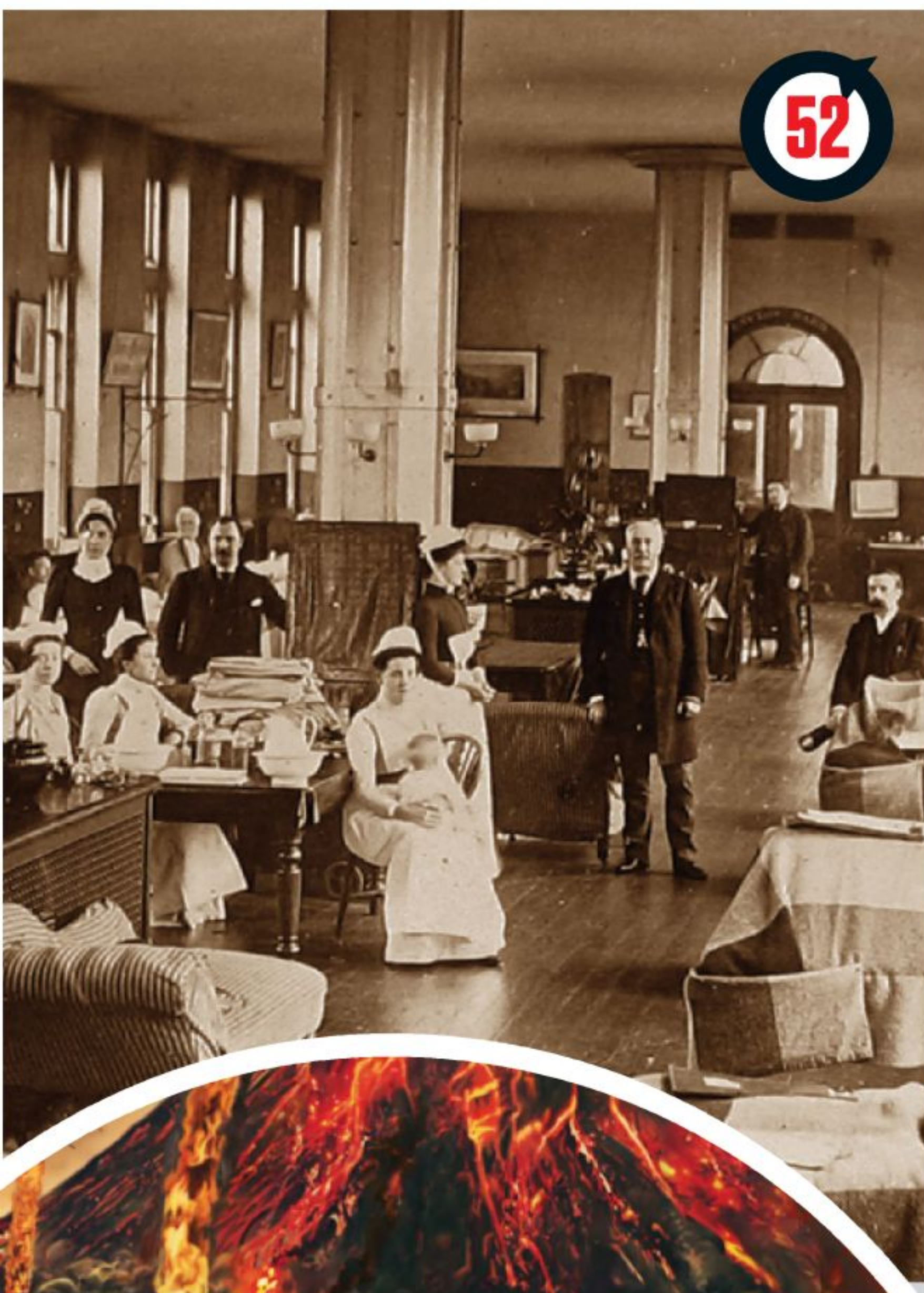
70



40



78



52



62



06

EVERY ISSUE

06 History in pictures

Three stunning photos from history

36 Greatest battles

100 years on, read a blow-by-blow account of this costly WWI clash

48 Time traveller's handbook

How to survive during the turbulent Protestant Reformation

50 Bluffer's guide

An at-a-glance guide to the U-2 Incident that shocked the world

70 Hero or villain?

Uncover the dark side of the Spanish Civil War leader Francisco Franco

76 Through history

The evolution of one of history's most treasured inventions: the toilet

86 Reviews

What we thought of the latest book releases from the history world

90 Competition

Your chance to win a copy of *The War On Alcohol*

92 History answers

Find out how humans woke up on time before the invention of the alarm clock

94 Your history

One reader tells of his father's contributions to the war effort

98 History vs Hollywood

Just how accurate was *Les Mis*'s portrayal of the 1832 June Rebellion?

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Page 74





HISTORY IN COLOUR

HITLER DECLARES WAR ON THE USA

Less than a week after the devastating Japanese attack on Pearl Harbor, Nazi Germany went to war with the USA. A passionate Hitler made a fiery speech in the Reichstag, but the decision was seen as a major error as the USA was now free to flex its military muscle in the European theatre of the war. Was this the Führer's greatest mistake?

1941







HISTORY IN PICTURES

THE LEGEND OF THE DIVING STALLION

Diving horse exhibitions were all the rage in late-19th and early-20th century USA and Canada. Crowds would gather to see a mare and its rider plunge into water from an 18-metre-high ramp. The shows' popularity declined sharply due to animal welfare concerns after rumours surfaced over the use of electrical jolts that convinced the horses to jump.

1905





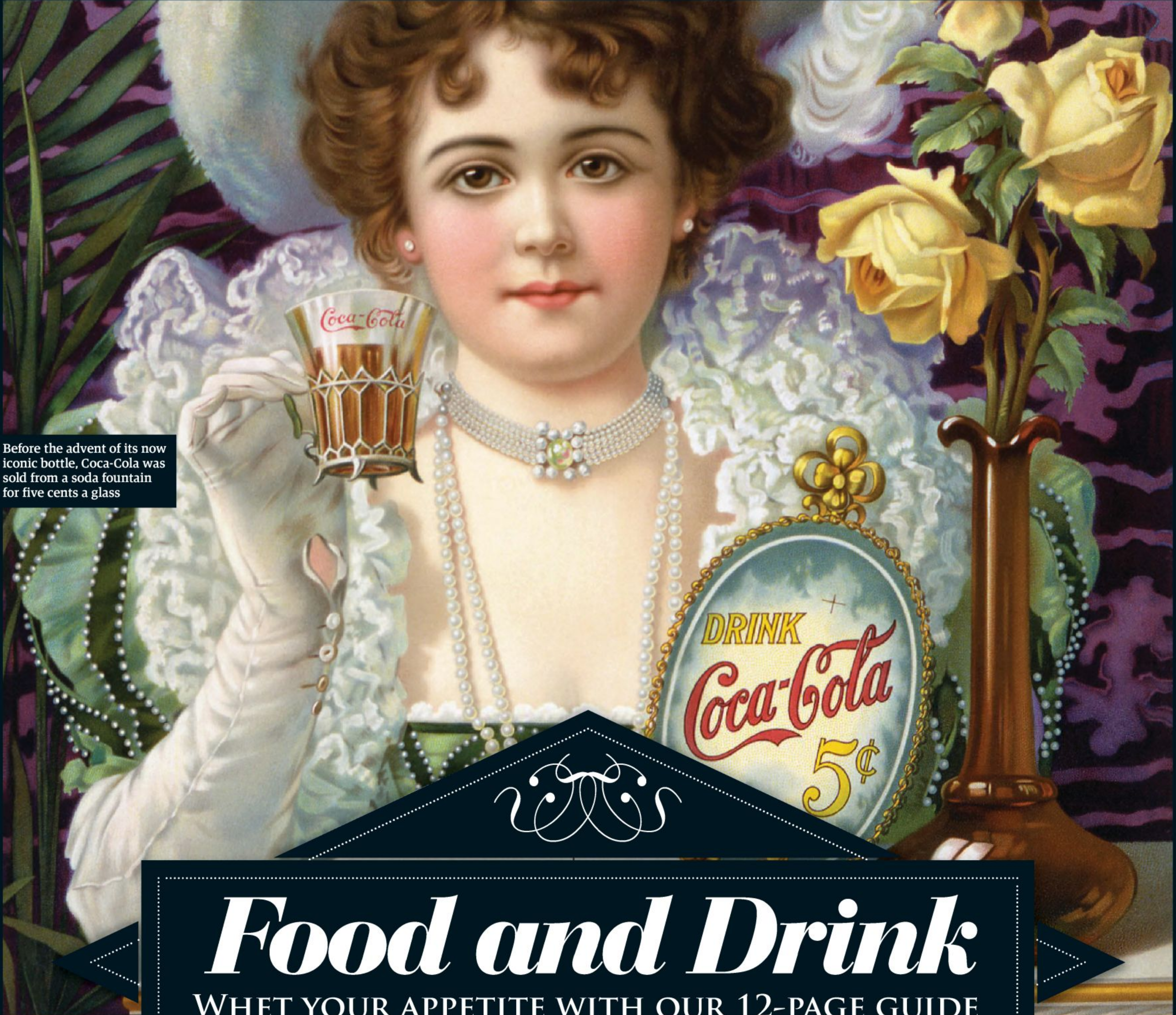
HISTORY IN PICTURES

REVOLUTION IN HAITI

Years of social unrest on the island of Haiti boiled over into revolt in 1985. Haitians were incensed at continued oppression under President Jean-Claude Duvalier and riots exploded onto the streets. The country's parliamentary police force, the Tonton Macoute, struggled to contain the nationwide demonstrations and were faced with hordes of angry mobs as Duvalier slunk off into exile.

1986





Before the advent of its now iconic bottle, Coca-Cola was sold from a soda fountain for five cents a glass

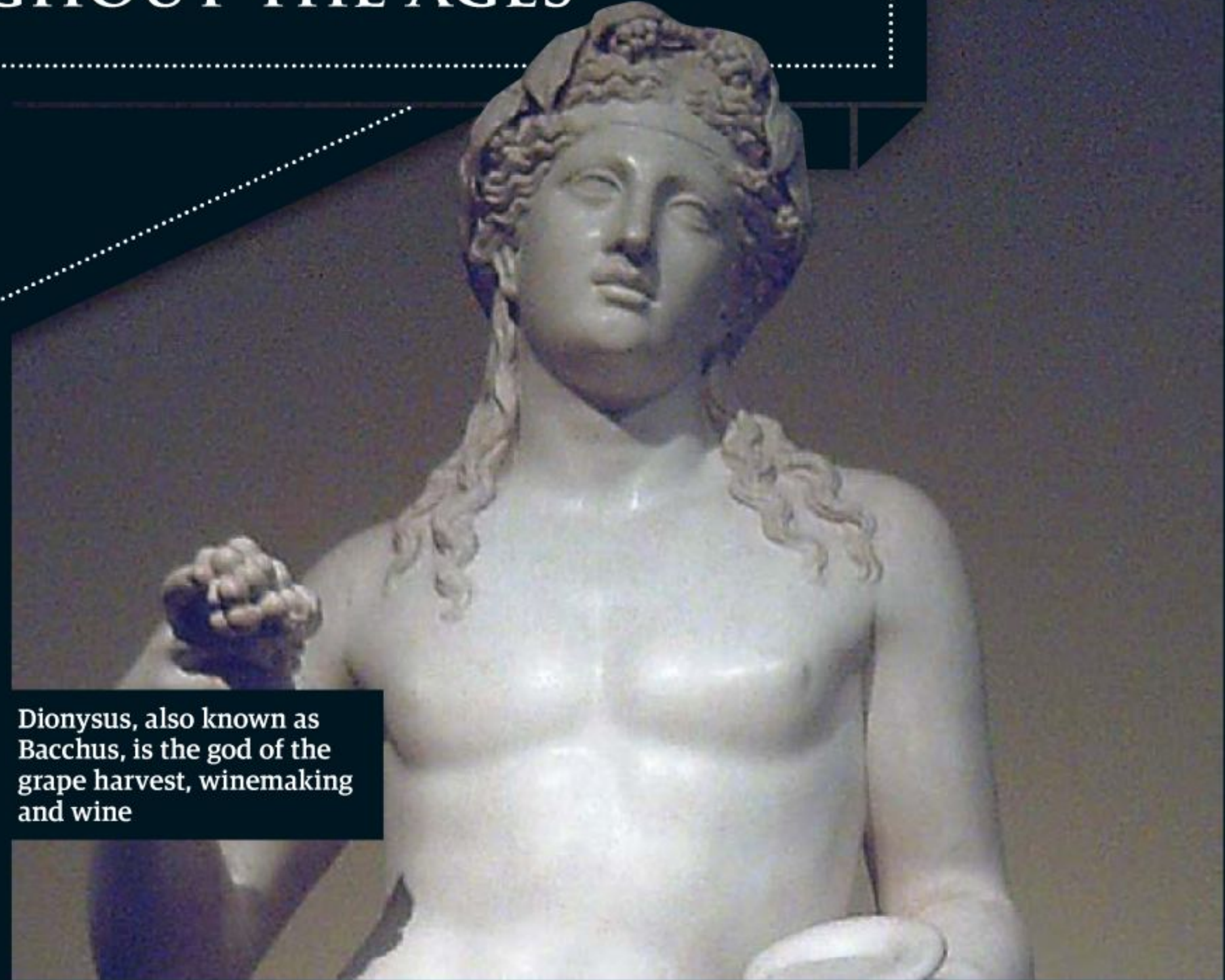


Food and Drink

WHET YOUR APPETITE WITH OUR 12-PAGE GUIDE TO FOOD THROUGHOUT THE AGES



Supermarkets only became popular in the 19th century, as consumers looked to get their shopping for less



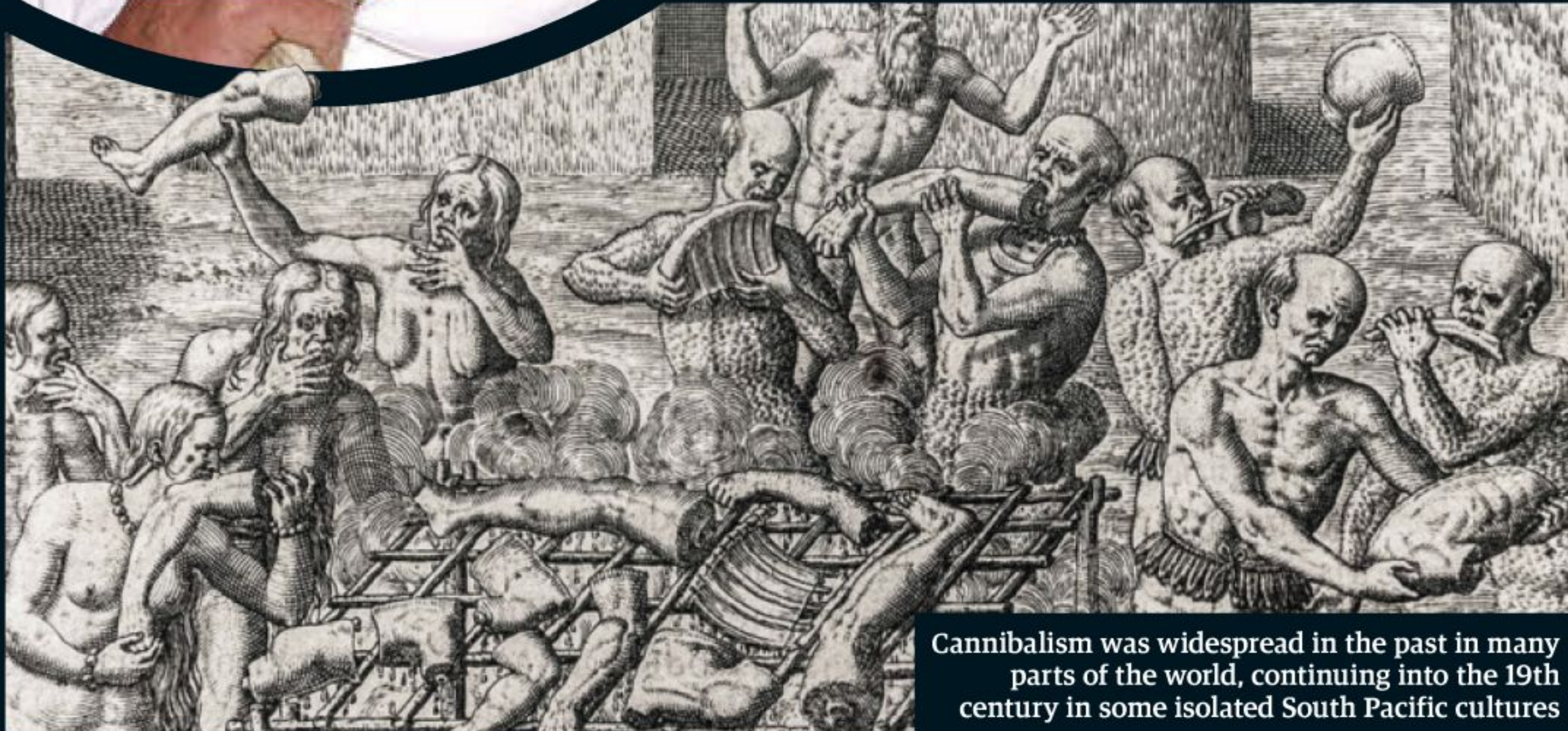
Dionysus, also known as Bacchus, is the god of the grape harvest, winemaking and wine



Chefs gained celebrity status in the 20th century thanks to an increase in media



Founded in 1940, McDonald's is now the world's largest hamburger fast food chain, with restaurants in 119 countries



Cannibalism was widespread in the past in many parts of the world, continuing into the 19th century in some isolated South Pacific cultures



Evidence suggests that hunting for food began 2 million years ago



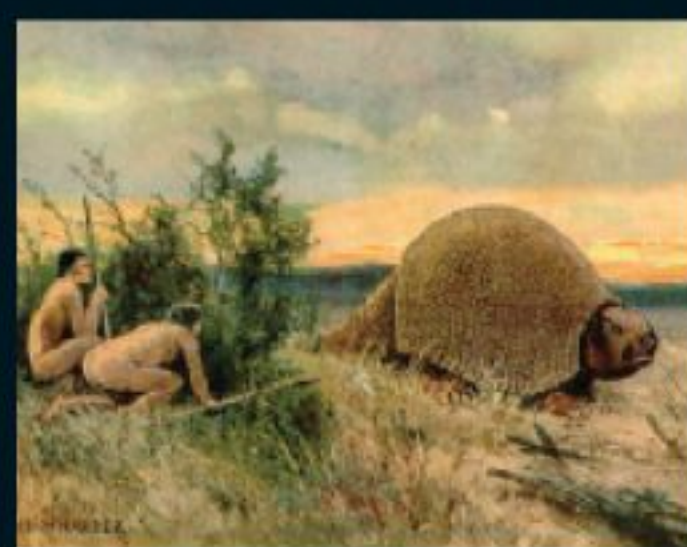
Bootleggers thrived during Prohibition in the USA, but any illegal liquor seized by authorities had to be poured away



Food & drink across history

Since the dawn of the human race, food and drink have kept us alive, but how has what we put into our bodies changed throughout history?

STONE AGE HUNTING AND GATHERING



The appearance of homo sapiens some 35,000 years ago (the Paleolithic era) starts to reduce fish stocks, as man hunts and eats them. The mammoth, wildebeest, zebra and others are hunted seasonally on their respective continents.



THE BIRTH OF IRRIGATION

The first irrigation systems appear in Egypt and Mesopotamia (now Iraq and Iran). Water spilling over the banks of the Nile is diverted to fields to water the crops and then drained back into the river at the right time.

30,000 BCE

6000 BCE

FOOD FOR A WORKING DAY

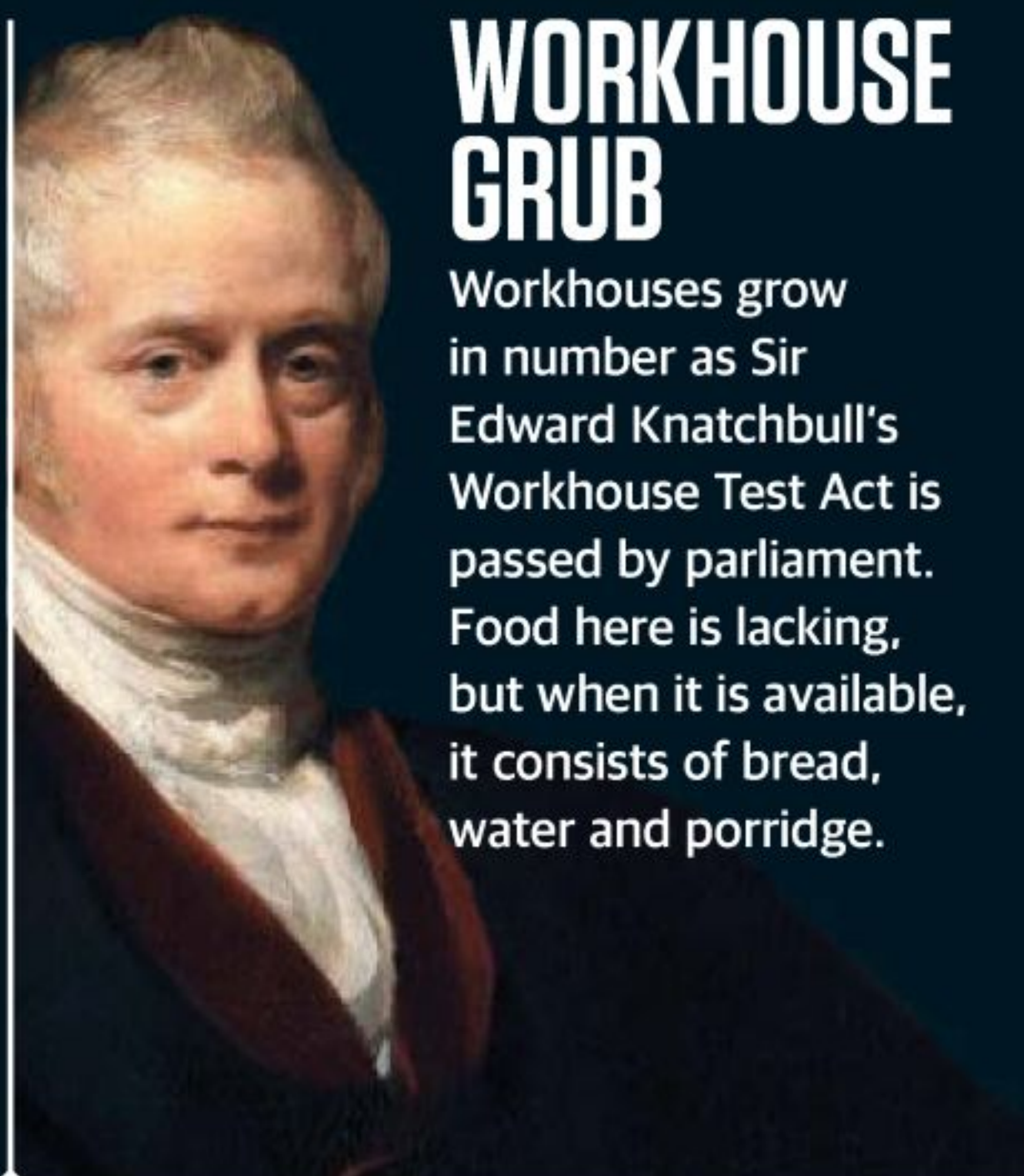
Breakfast emerged in the 17th century for the working classes, but with the Industrial Revolution, the most important meal of the day becomes essential for bosses and workers alike.



1820

WORKHOUSE GRUB

Workhouses grow in number as Sir Edward Knatchbull's Workhouse Test Act is passed by parliament. Food here is lacking, but when it is available, it consists of bread, water and porridge.



1773

THE LONDON GIN CRAZE



1730



IRISH POTATO FAMINE

As Irish potato crops are ruined by the Phytophthora

blight for several years, famine is widespread. Half the country depends on potatoes in their diet, and the population decreases by more than 2 million.

1845-1849

FOOD IN THE TRENCHES

3,240,948 tons of food is sent from Britain to soldiers in France and Belgium

300,000 field workers are employed to cook and supply food

3,574 calories a day are needed by soldiers on the front line



'Bully beef', or corned beef, was the bulk of a soldier's diet and their biggest source of protein. They ate six ounces per day

1914-18

THE FIRST FAST FOOD JOINT

The White Castle burger restaurant opens in Wichita, Kansas. Their clean, white restaurant tackles the idea that hamburgers are unsafe, leading the way for McDonald's and other fast food chains.



1921

THE MAYANS AND CHOCOLATE



Mayans eat chocolate on a daily basis. They drink a mixture of cacao and chilli, and use the liquid as a substitute for blood in some rituals, while cocoa beans are also used as currency.

ROMAN FEASTS



The cook book *De Re Coquinaria* (On Cooking) by Apicius is compiled from documents of the 4th and 5th centuries. It offers menus including sows' udders stuffed with milk and eggs, and boiled ostrich with sweet sauce.

DAILY FARE IN MEDIEVAL ENGLAND

During a day toiling in the fields, a peasant would burn about 3,000 calories; their food intake had to be much higher than it is today.

Bread	2,240 calories
Beans	1,394 calories
Ale	584 calories
Turnips	140 calories
Total calories	4358



C. 400

5TH CENTURY

1350

RISE OF THE COFFEE HOUSE

The first English coffee house opens in Oxford. More open over the coming years, popularising the drink and becoming the chosen haunt for literary figures like Samuel Pepys.

London's first coffee house was opened by a Greek servant called Pasqua Rosee in 1652, in St Michael's Alley, Cornhill



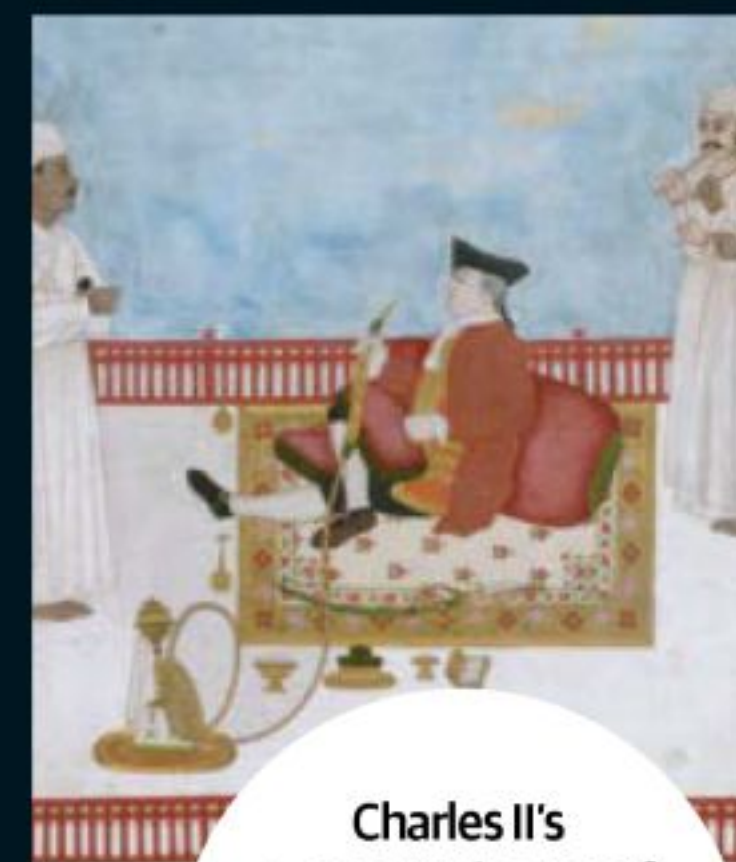
THE FIRST THANKSGIVING



would be based, takes place between the Pilgrims of Plymouth and the Wampanoag Indians.

In 1621, the first Thanksgiving feast, upon which future celebrations across the United States and the world

EAST INDIA COMPANY AND TEA



Charles II's queen, Catherine of Braganza, got a taste for tea in Portugal, and popularised it in the English court

Taking advantage of trade with Asia and India, this trading body forms at the end of 1600. It imports spices and other goods, and in the 19th century becomes a prominent importer of tea from China.

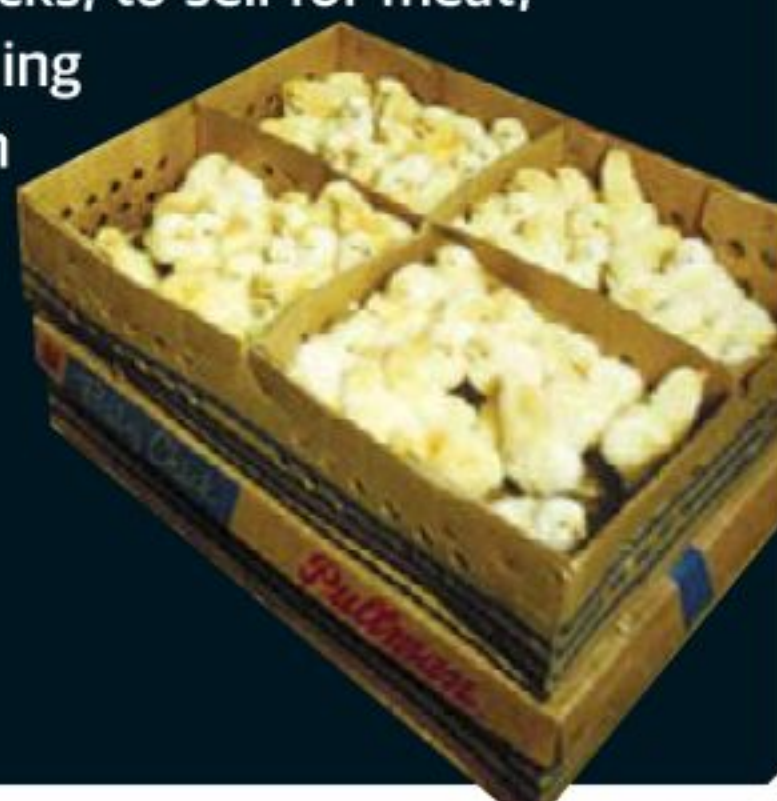
1650

1621

1600

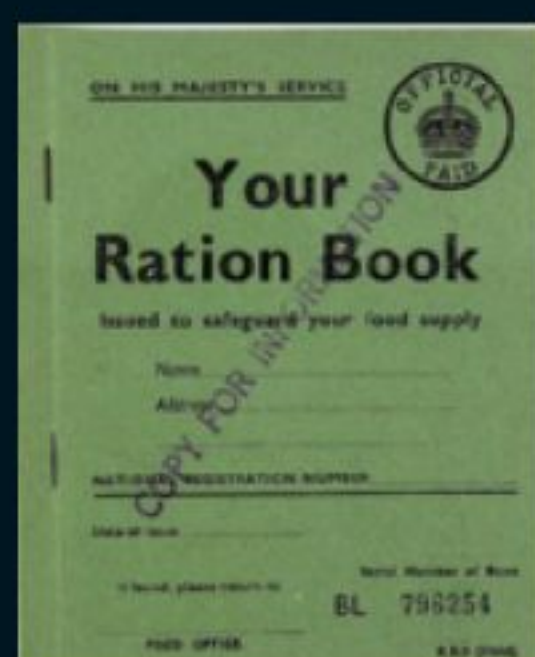
BIRTH OF FACTORY FARMING

Mrs Wilmer Steele, a housewife in Delaware, USA, becomes the first factory farmer. She turns a flock of 500 chicks, to sell for meat, into a broiling house with 10,000 birds by 1926.



WORLD WAR II RATIONING BEGINS

- Less than one-third of the food Britain consumes when rationing begins is made there
- Each person is allocated one egg per week
- Allotment numbers rise from 815,000 to 1.4 million



EATING IN SPACE

John Glenn is the first human to eat in space, consuming apple sauce aboard the Friendship 7 craft. It was not known previously whether humans could swallow and digest without gravity.



NO MORE FREE MILK

Margaret Thatcher, British education secretary and future prime minister, gains the moniker 'Milk Snatcher' as free school milk is abolished for children over the age of seven. The policy is pushed through by the Treasury.

According to archives and her memoir, Thatcher actually argued in the cabinet against abolishing free milk



1923

8 JANUARY 1940

1962

1970

How to MAKE A MAYAN CHOCOLATE DRINK

A BITTER-SWEET COCOA TREAT THAT'S WORTHY OF THE GODS MESOAMERICA, C. 400

Before it was made into bar form and became the inspiration for drumming gorilla adverts, chocolate was popular in Central America. Consumed by the Mayans, theobroma cacao, or cocoa, tree seeds were used to make a unique type of drink. The simple mix quickly became the drink of choice for whoever could afford it. Drunk out of elaborate vessels, the chocolate was used in major Mayan events such as religious festivals and marriage ceremonies. The recipe was passed on to the Aztecs and then the Spanish conquistadors as the phenomenon went global, eventually becoming the sugary product we know and love today.

WHAT YOU'LL NEED

MANO AND METATE

COMAL GRIDDLE PAN

COCOA BEANS

CHILLI PEPPERS

CUP

Pod location

When it's time, cocoa pods will sprout from the trunk and branches of the tree, ready for harvesting.

Inner goodness

Each pod contains between 30 and 50 cocoa beans as its seed. This is enough for about seven chocolate bars.

Insect competition

During collection, watch out for midges on the pods. They are small enough to fit on the head of a pin.

Grow your own

To save trekking into the forest again and again, keep some seeds for yourself and grow your own cocoa tree.

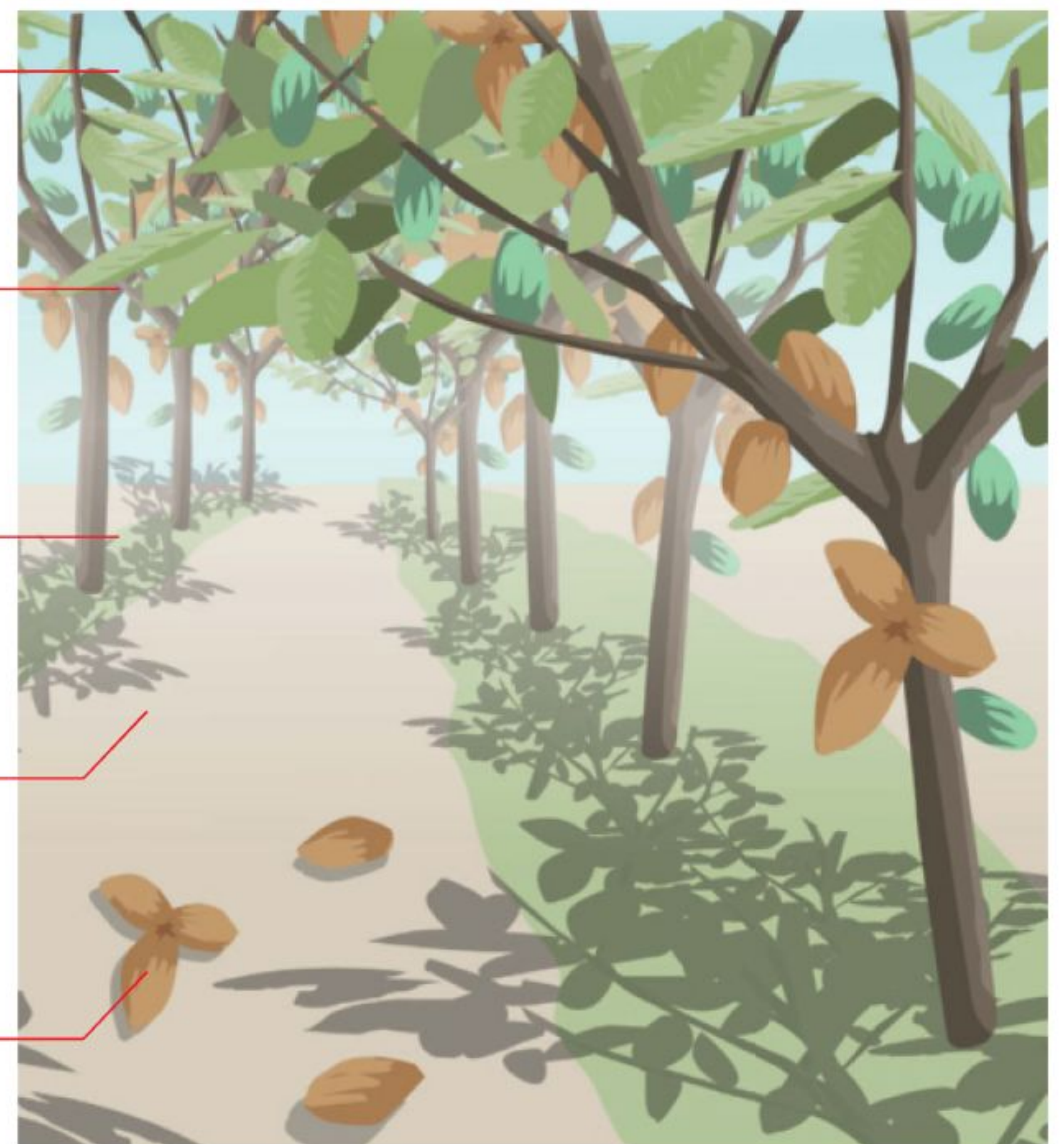
Don't cook them all!

Cocoa beans could also be used as currency. Four could buy a pumpkin and with ten you could get a rabbit.

THE COCOA TREE

The waiting game

Each tree only begins to bear fruit between the ages of three and five, but always produces flowers.



01 Harvest the cocoa

Cocoa beans are found in the fruit of the cocoa tree, called 'pods'. When the pods turn yellow, they are ready to harvest. Once you have brought home a basketful, scoop out the beans from the flesh and leave them to ferment for five to six days. They will then need to be spread out on an exterior surface to sun dry.



02 Roast and remove husks

Once the beans have dried out, you will need to roast them in a pottery griddle pan called a comal. This will crack the outer shells and allow them to be removed easily. To do this, you can use a technique called 'winnowing' in which the beans are tossed into the air. Ensure that all the husks are removed to prevent bitterness.

How not to... make chocolate cookies

Chocolate cookies had been the favourite of those with a sweet tooth for decades before the chocolate chip cookie was invented by accident. In 1930, dietician and food lecturer Ruth Wakefield was making a batch of biscuits for the guests at her tourist lodge in Massachusetts. To her horror, she found that her larder had run out of baker's chocolate. In a panic, Wakefield used Nestlé semi-sweet chocolate, which she expected to melt into the dough as

normal. However, when the cookies came out of the oven, they had not melted into the dough and were sticking out in chunks. Nevertheless, Wakefield served them and the tasty treats were called 'Toll House Crunch Cookies'. They soon became a phenomenon. Nestlé heard of her recipe and proposed a deal to buy her out. She agreed and received a lifetime's supply of Nestlé chocolate as well as writing herself into the history books in the process.



4 FAMOUS... CHOCOLATIERS



ANTOINE BRUTUS MENIER 1795-1853, FRANCE

The first of the Menier family of chocolatiers, he founded the Menier Chocolate Company and used it as a medicinal product.



JOHN CADBURY 1802-89, ENGLAND

The founder of Cadbury opened a chocolate factory in 1831, which sold chocolate drinks as one of the first products.



CHRISTOPHER COLUMBUS 1451-1506, MESOAMERICA

It's believed Columbus brought cocoa beans to Europe after stealing a Mayan trader's cargo.



CAROLUS LINNAEUS 1707-78, SWEDEN

A Swedish naturalist, he believed the word 'cocoa' wasn't adequate and renamed it 'theobroma', Greek for 'food of the gods'.



03 Grind the beans

Now, collect the inner 'nibs' ready to be ground. You will need to work the nibs as much as possible using good old elbow grease with a 'mano' stone and a 'metate' stone mortar. When the nibs resemble no more than a paste, they are ready to be prepared for heating. It can take three to six hours of grinding for a really smooth paste to be achieved.



04 Add spices and flavour

If cooked as it is, the chocolate can taste quite bitter, so you will need to add plenty of flavourings to make sure it will suit your tastes. You could chop up some chilli peppers and throw them in for a fiery treat, or stir in some honey for a sweeter one. You will also need to add water and cornflour to the paste before it is ready to be heated.



05 Bring to the boil

The paste now needs boiling, so put it back in the griddle pan over an open flame. Be careful not to burn it or it's game over for your chocolate drink. Simmer until the sweet smell of cocoa fills the air, then make the mixture as frothy as possible by tossing the concoction between two bowls to create a thick foam on top.



06 Cool and serve

The mixture should be served cold. The result will be a thick tasty molten sludge of chocolaty goodness! If grand vessels aren't available, earthenware cups will do just fine but remember, presentation is everything. If it all somehow goes wrong, the beans can be used as currency so you can trade the leftovers for material or animals.

Day in the life

A LIQUOR BOOTLEGGER

THE OUTLAWS WHO SMUGGLED BOOZE AROUND TOWN WHEN THE COUNTRY WENT DRY, USA, 1920-33

The 18th Amendment was signed in 1920, kick-starting a period of prohibition in the USA. The law was introduced as it was believed that a ban on alcohol would agree with the will of God, reduce crime and create a better society for the soldiers who had fought overseas during World War I. Prohibition was enforced by government agents but their thin lines were frequently breached by organised crime syndicates. Gangsters such as the infamous Al Capone smuggled liquor in covert underground operations that allowed many illegal speakeasy bars to spring up on the streets of major US cities.

MANAGE SMUGGLING DEN

A day in the bootlegging empire began with planning the next move. First, the liquor licences needed to be kept up to date. Physicians still required alcohol for medicinal uses, so the beer barons used this loophole to create illegal liquor licences. All sorts of different sources would be plundered to make the illegal liquor, including church sacramental wine and the alcohol in fermented fruit.

MEET WITH MOB BOSSES

A mobster and his cronies would pile into an armoured car when en route to the boss's place, just to be safe. Mobs held a lot of power but were under a lot of pressure from the demand for alcohol, while at the same time keeping rival gangs at bay and evading the long arm of the law. Underlings would take on the riskiest jobs while the boss took care of the 'business'.

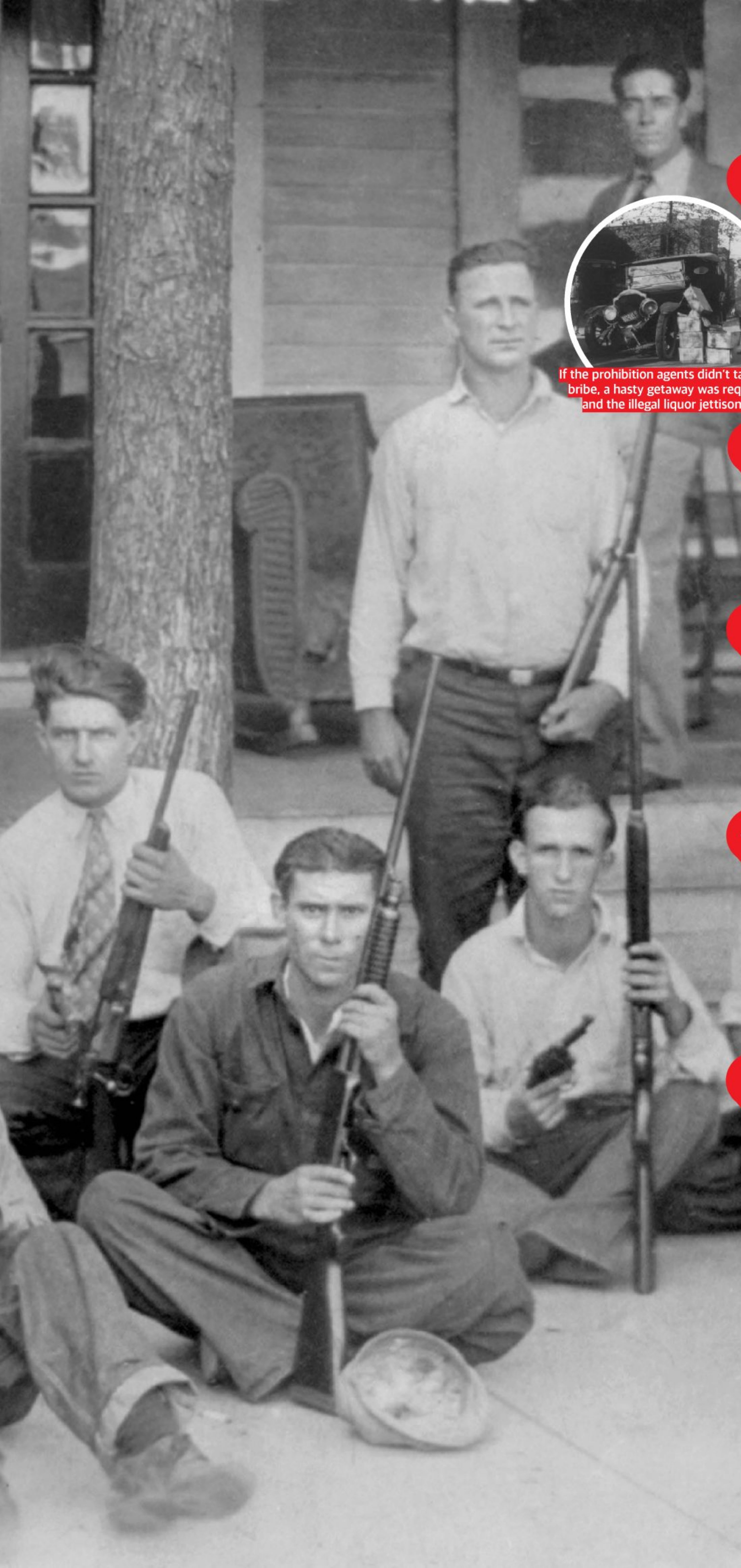


The premier beer baron in all Chicago, Al Capone was earning \$60 million a year from alcohol sales by 1927

GATHER LIQUOR

Meetings with the supplier always took place at a pre-arranged and inconspicuous location. A harbour or a national border was often the best place for securing a constant supply stream, as business partners in other countries didn't have to adhere to the rules of prohibition in the USA. Gangsters in both Chicago and Detroit benefited from the close Canadian border.





If the prohibition agents didn't take the bribe, a hasty getaway was required and the illegal liquor jettisoned

TRANSPORT THE ALCOHOL SAFELY TO THE BAR

Each gang had their own turf in the city, with different speakeasies allied to different mobs. Organised crime was a harsh business, so transportation of liquor had to be regular to the impatient bartenders. The alcohol was delivered in barrels but almost never in the open, and moonshine runs would be conducted through alleyways, nightclub back rooms and cafe cellars.

SORT CLIENTS

Once the working day was done and the barrels of booze safely delivered, it was time to negotiate and secure future deals. The price could be raised depending on how difficult it was to maintain supply. The more successful a gang became, the more the government agents tried to stop them.

BRIBE PROHIBITION AGENTS

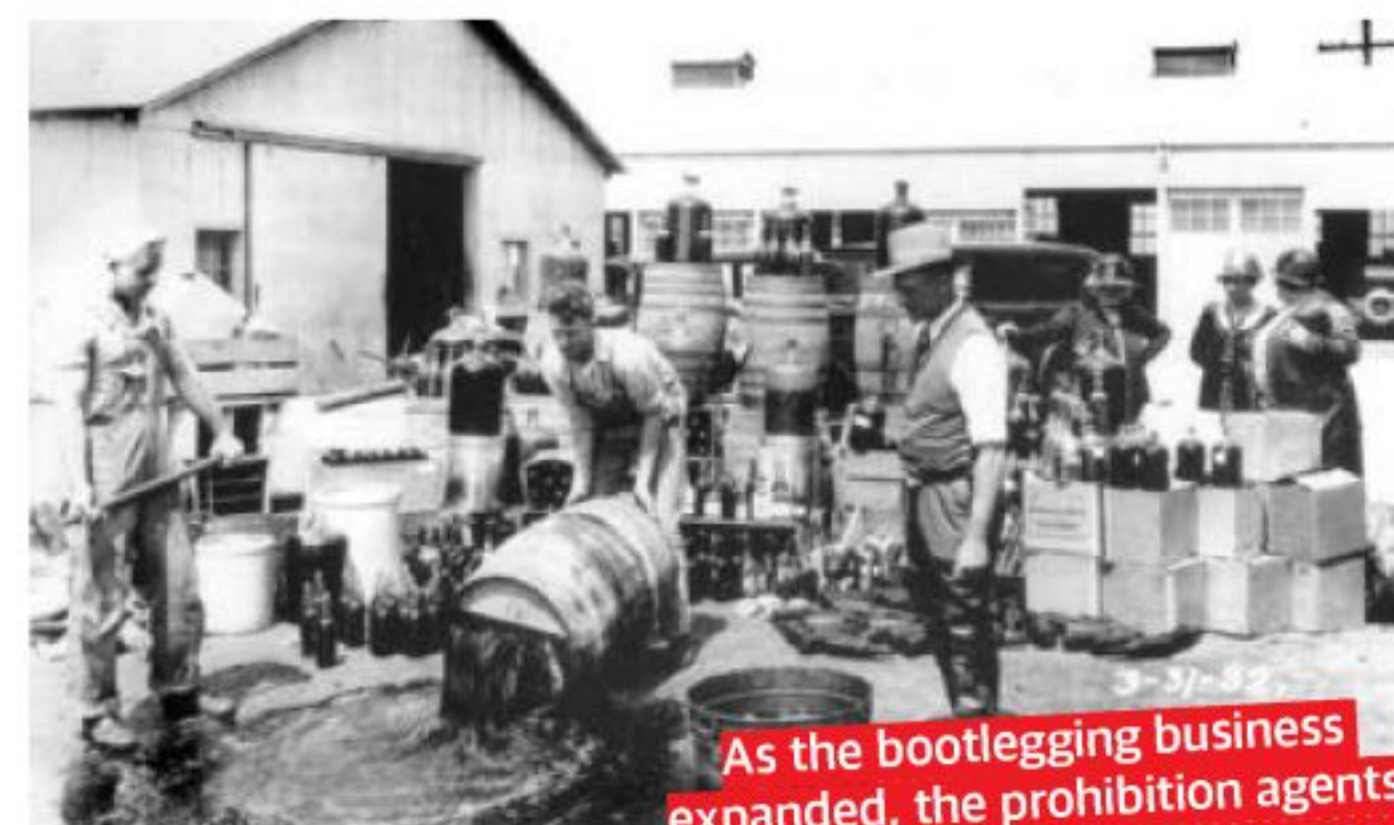
Evading the law on a daily basis was the key to success. However, this wasn't always easy and the government agents would often catch up with the bootleggers. When they did, a bribe would be offered, and the lawman, often crooked, short of cash or both, would happily accept it and keep quiet on any future activities.

MAINTAIN SUPPLY AND DEMAND

Every gang in the city wanted a piece of the action, so would do their best to derail the supply chains of others. Squads of heavies were hired to do battle and protect each faction's interests. It wasn't just the alcohol they fought over either; many gangs also became involved in gambling, prostitution and loansharking in the city's criminal underbelly.

TOAST VICTORY

After another successful day of bootlegging, all that was left to do was retreat back to the hideout and toast a job well done. This wasn't the case everyday though. A run in with the law or a rival gang could happen at any time, or the liquor supply could run low. Then the bootleggers might be forced to work through the night.



As the bootlegging business expanded, the prohibition agents found it harder and harder to stop the flow of illegal booze

THE Anatomy of

A SHIP'S COOK

BRITAIN, 1803-15

LEMONS AND LIMES

WHEN LIFE GIVES YOU LEMONS, CURE YOUR NASTY CASE OF SCURVY

Often called the scourge of the sea, thousands of seamen succumbed to scurvy. In 1740, lemon juice was added to sailor's rum rations - in an attempt to make the taste more bearable - but at the same time, unknowingly preventing the disease. By 1800, the power of lemon juice had been realised and it was added to each sailor's daily ration.

BEER ON DEMAND

ALCOHOL WAS A MUCH SAFER DRINKING OPTION THAN WATER

Much like fruit and vegetables, weeks at sea meant that the barrels of fresh water taken aboard would go stale and scummy. In its place, sailors would be given a liberal allowance of beer and wine - the more alcoholic, the better - in order to kill off bacteria.

RATIONED RUM

WHAT SHOULD YOU DO WITH A DRUNKEN SAILOR?

Up until 1970, sailors in the Royal Navy were given a daily ration of rum, known as a tot. Lower-ranking officers would receive diluted rum, while the most senior received their rum neat. The punishment for being drunk was harsh, however - sailors faced being flogged publicly in front of their crew.

TRADITIONAL GARB

COOKS WEREN'T REQUIRED TO WEAR THE TRADITIONAL UNIFORMS LIKE OFFICERS

Unlike higher-ranking sailors, uniforms weren't mandatory during the 19th century. However, cooks could be easily recognised by their dress. Most wore a neckerchief to mop up sweat and dirt. Skilts proved popular too - they were like kilts but considered almost like an apron, to prevent stains from lodging in clothes. Some cooks would wear their skilts without breeches underneath.

HEARTY FOOD

WORKING SAILORS ATE BETTER THAN THEIR LAND-DWELLING COUNTERPARTS

Despite the popular misconception that seamen went hungry and were severely malnourished, in reality sailors survived on a 3,000-calorie-a-day diet of meat and biscuits. Food would consist of salted beef or pork, dried beans and peas - but it was almost impossible to find fresh vegetables.

SQUARE PLATES

SAILORS QUITE LITERALLY HAD THREE SQUARE MEALS A DAY

Some people believe the phrase 'three square meals a day' comes from sailors in the Royal Navy, who were served three meals a day - on wooden square plates. The shape of the plates meant they could be easily stowed away, while wood meant they weren't likely to shatter in rough conditions.

INJURED VETERANS

SHIP COOKS WEREN'T HIRED FOR THEIR CULINARY SKILLS

Injury didn't mean the end of the line for a sailor, and any seaman who was too badly hurt to continue their usual tasks was sent down to the galley to prepare the many meals that were consumed.

CELEBRATE HISTORY



.....
THAT RUNS AS



DEEP



AS THE



SEA



Mont Orgueil Castle,
Gorey Harbour - Jersey

25TH MARCH - 10TH MAY 2016

Peel back the layers of the Channel Islands' past during the Heritage Festival - a celebration of a group of small Islands with a big history, this year honouring our timeless relationship with the sea. From our Ice Age past to Roman wrecks, famous seafarers to privateering, shipbuilding to great shipwrecks; explore museums and lighthouses, take guided walking, cycling and bus tours and much more.

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Hall of Fame

BRAINS BEHIND THE BRANDS

Do you know the stories behind the names on your food? Read on to get a who's who of some of the biggest brands, from the religiously inspired corn flakes to the revolutionary fish finger



JOHN CADBURY

BRITISH 1802-89

Born to a Quaker father, John Cadbury's career options were seriously limited. Forbidden from university, he was unable to study medicine or law, and his pacifist roots meant he couldn't consider a military position. In 1831, Cadbury began producing cocoa and drinking chocolate, later partnering up with his brother, Benjamin. They soon moved to London and received a Royal Warrant from Queen Victoria as manufacturers of chocolate, though the company's profits began to decline. When John's sons, Richard and George, took over, however, profits increased, and by 1905, the Dairy Milk had been launched.

John Cadbury sold chocolate in 1824, but by 1831 he was manufacturing it himself



LAURA SCUDDER

AMERICAN 1881-1959

Crisps weren't new when Laura Scudder hit the scene, but this Philadelphia-born businesswoman is credited with pioneering the modern crisp packet using sheets of wax paper ironed together. As a female entrepreneur during the Great Depression, Scudder faced plenty of obstacles, not least sexism and financial strife. It's said that once she attempted to get a delivery vehicle insured, and all but one insurance agent refused to cover her, claiming that a woman would be too unreliable. Scudder had a compassionate side too - she turned down a \$9 million offer for her company as the buyer wouldn't guarantee her employees' positions, later selling it for \$6 million to ensure job security for her staff.

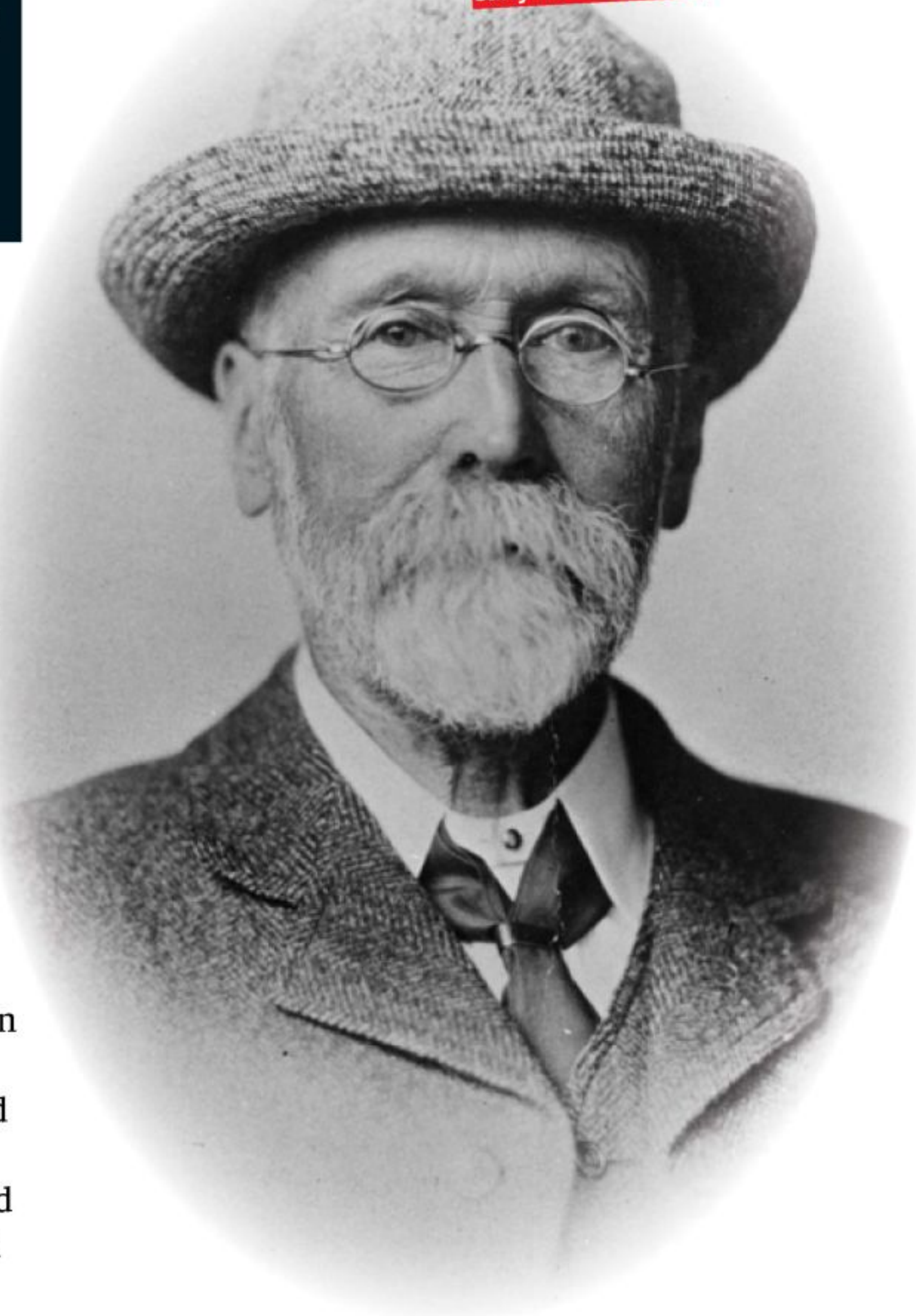
Before her crisp packets, crisps would go stale in barrels

JOSEPH ROWNTREE

BRITISH 1836-1925

Perhaps most renowned for championing social reform, Joseph Rowntree is also one of two brothers behind popular confectionary brand Rowntree's. Henry Rowntree began creating chocolates in 1862, and in 1869 Joseph joined him. Upon Henry's death in 1883, Joseph took over the company, taking it from profit to profit. Revolutionary at the time, he was one of the first employers to introduce a workplace pension scheme as his workforce grew to over 4,000 by the turn of the century. As his wealth grew, however, Rowntree became more and more uncomfortable with it, and in 1901 he founded the Joseph Rowntree Charitable Trust to help those in need.

Rowntree was the father of Seebohm Rowntree, one of Britain's most active social reformers in the early 20th century



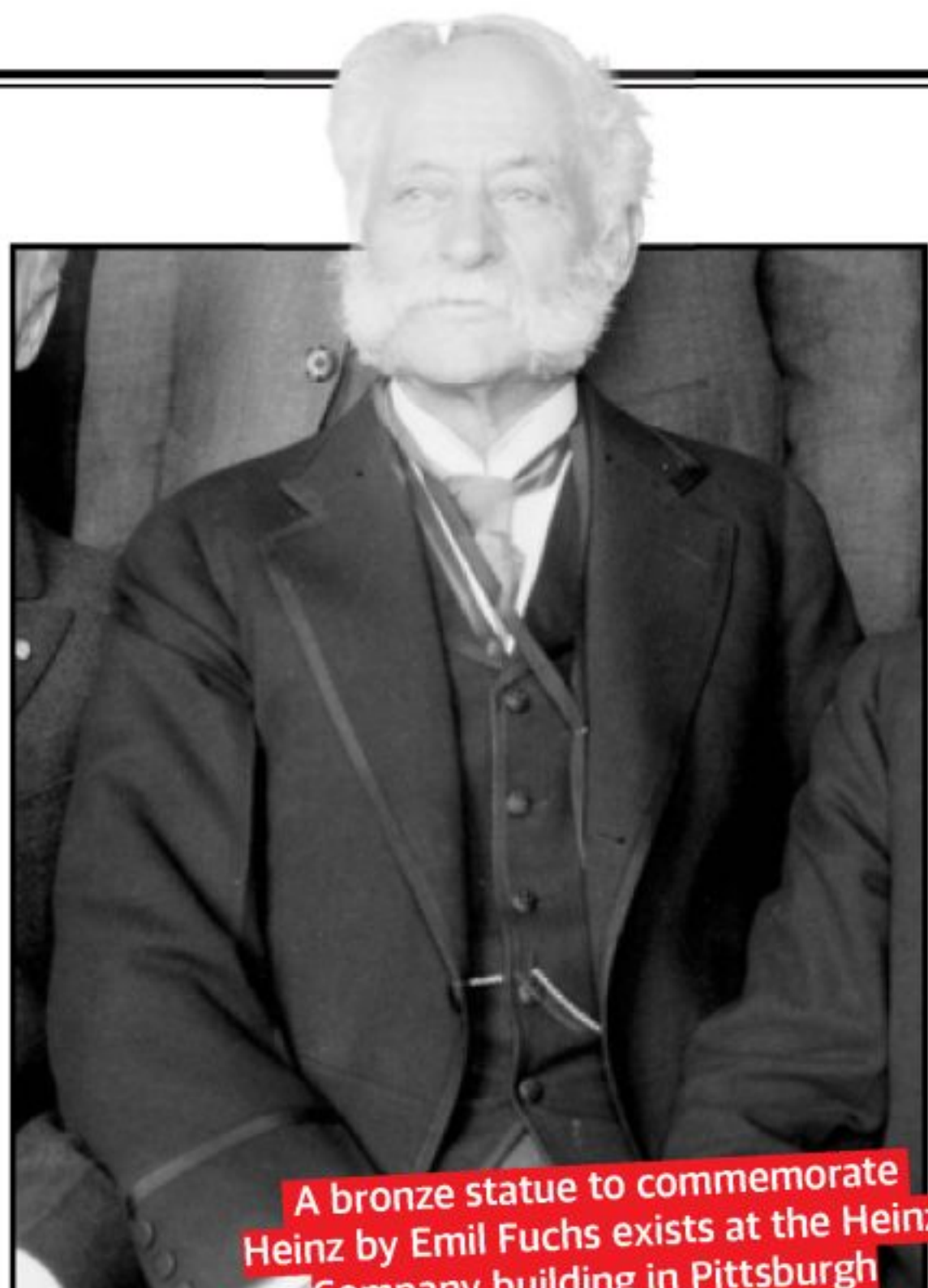
Birdseye discovered a revolutionary technique for freezing food safely and quickly

Before Birdseye, food that was 'slow' frozen lost its integrity when thawed, meaning it would end up mushy and less tasty

CLARENCE BIRDSEYE

AMERICAN 1886-1956

The father of modern freezing techniques, Clarence Birdseye founded the Birds Eye frozen food giant, as well as discovering the technique itself. Birdseye began his career as a naturalist for the US government, and in 1912 he took on an assignment in the Arctic. Here, he saw how fishing in -40 degrees Celsius meant that fish froze almost as soon as the air hit it, yet tasted fresh when thawed. Birdseye saw a market for flash-frozen food in America, and experimented with techniques to achieve fresh frozen food in warmer climates. In 1925, he patented his new invention, and frozen food went on to revolutionise modern eating habits.



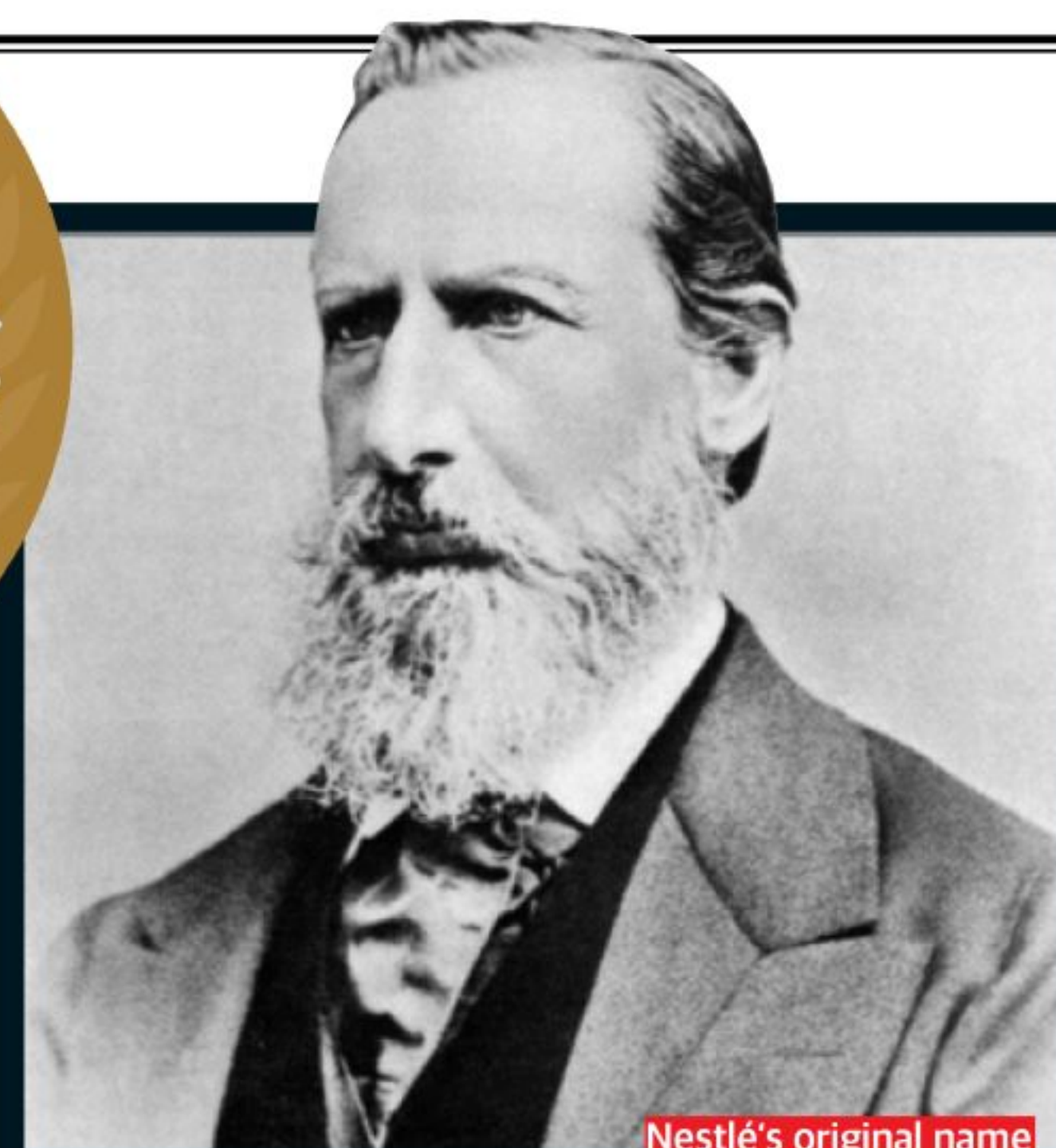
A bronze statue to commemorate Heinz by Emil Fuchs exists at the Heinz Company building in Pittsburgh

HENRY HEINZ

AMERICAN 1844-1919

As the adverts claim, beans means Heinz, but in actuality one of the first products made by Heinz's brand - the F & J Heinz company, founded in 1876 - was tomato ketchup, with baked beans marketed more than 20 years later in 1901. Named after the other two founders, Heinz's cousin Frederick and brother John, Henry later bought them out and renamed the brand. Until his death, Heinz remained the company's president, providing his employees with free medical care, education opportunities and access to gardens and swimming pools.

The iconic '57 varieties' slogan was actually made up. Heinz's lucky number was five, and his wife's was seven



Nestlé's original name was Heinrich Nestle, but he changed it to sound more French

HENRI NESTLÉ

GERMAN 1814-90

Originally born Heinrich Nestle in 1814 in Germany, between 1834 and 1839 he moved to Switzerland, where he legally changed his name to Henri Nestlé to ease into his new French-speaking hometown. Working with rapeseed, Nestlé initially manufactured oils and alcohol, but his infant formula was to shape the future of his company. Having created a powdered milk, it proved ideal for newborn children who were allergic to breast milk and significantly improved their health. By 1870, the formula had made its way to the USA.

"Heart power is stronger than horsepower"

Henry Heinz

ROBERT MCVITIE

SCOTTISH 1809-80



A McVitie's employee is credited with the invention of the digestive biscuit

Scottish baker Robert McVitie was born in 1809, and even as a child his passion for cooking was evident. In 1830, he opened a shop

with his father, William, but Robert's baking proved so popular that the business had to expand, with plenty more shops opened up across Scotland. McVitie died in 1880, but his sons too had learned the trade, and Robert Junior took over the ever-expanding company. By 1888, McVitie's was so in demand that a factory in the suburbs of Edinburgh was set up. In 1892, Alexander Grant joined McVitie's, bringing with him his secret recipe for the digestive biscuit.

THOMAS TWINING

BRITISH 1675-1741

Born to a family of weavers and fullers in 1675, Thomas Twining eschewed the family trade for a more lucrative position as a tea merchant while it was still in its early days. Learning the trade from Thomas D'Aeth, Twining's knowledge soon surpassed his master, and in 1706 Twining went solo with Tom's Coffee House. Specialising in tea - but also serving coffee - Twining's tea expertise singled him out in such a competitive industry. By 1706, some of Twining's tea sold for the modern equivalent of £160 per 100 grams.

Twining sold his tea to aristocrats and those royally connected



Kellogg believed that eating bland food, such as his original corn flakes, would decrease excitability and promote abstinence

GRANNY SMITH

BRITISH/AUSTRALIAN 1799-1870



Originally from England, Marie Ann Smith emigrated to Australia in 1838

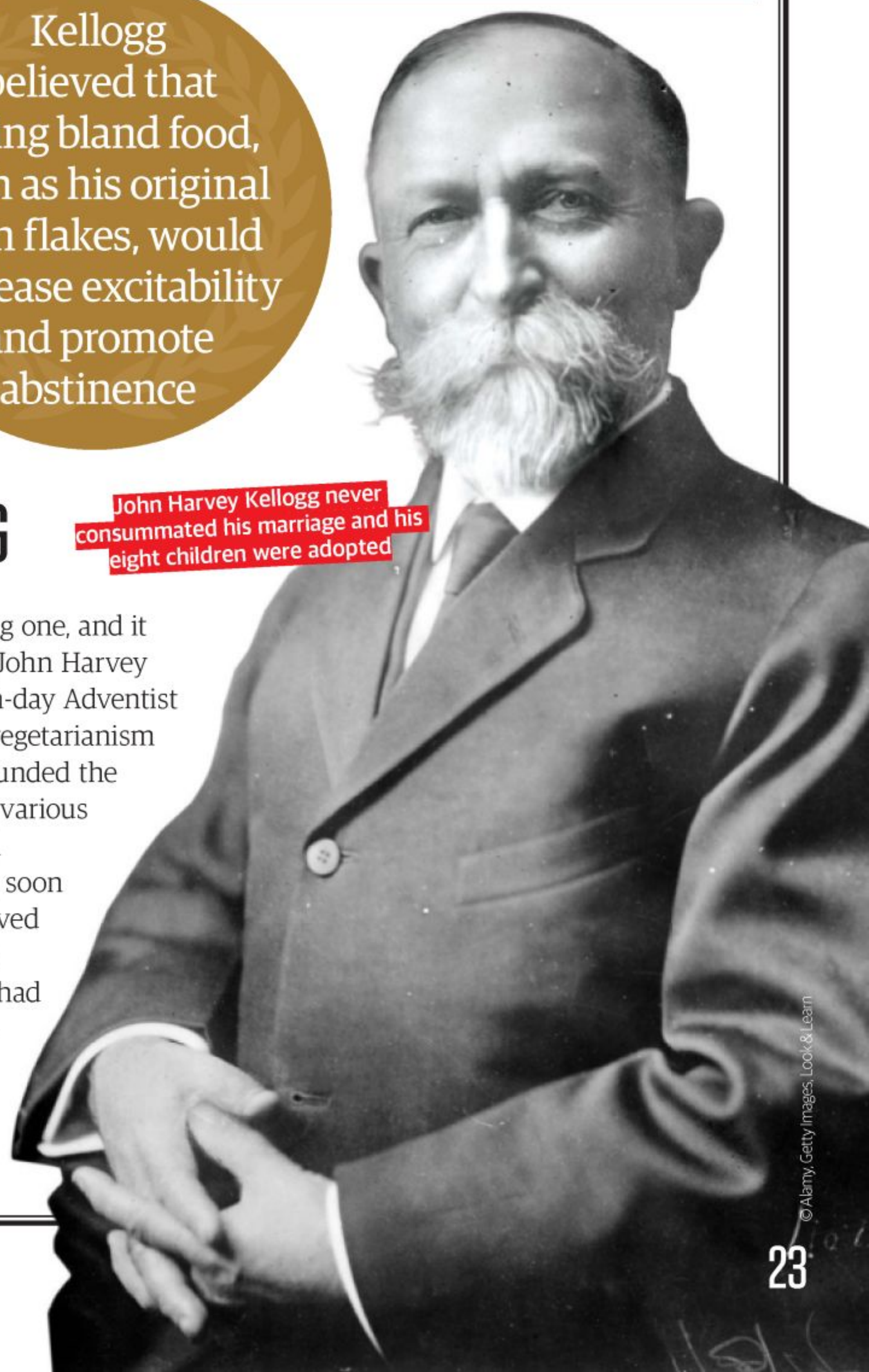
She may not have founded her own company, but Marie Ann Smith - more commonly known by 'Granny Smith' due to her large family - discovered the tart, green apple and cultivated an orchard full of the fruit until her death. Tragically, she never managed to market her find, as she died only two years after her discovery. Fellow planter Edward Gallard, however, was more than happy to share her secret, exhibiting her fruit as 'Smith's Seedling'.

JOHN HARVEY KELLOGG

AMERICAN 1852-1943

The story behind Kellogg's is a fascinating one, and it begins with two ultra-religious brothers: John Harvey and Will Keith. A member of the Seventh-day Adventist Church, John was an ardent believer in vegetarianism and abstinence. Together the brothers founded the Battle Creek Sanitarium, a health spa for various conditions, one of which included sexual desire. John experimented with cooking, soon discovering how to flake grains. He believed that these corn flakes would cleanse the body and repress sexual drives, but Will had other ideas. Frustrated with his feverous brother who refused to add sugar, Will bought the rights to make corn flakes in 1906 and it soon became a commercial success.

John Harvey Kellogg never consummated his marriage and his eight children were adopted





A MEDIEVAL BANQUET

FEAST YOUR EYES UPON A CULINARY EXTRAVAGANZA, 11TH-15TH CENTURY

When Crusaders returned from the Holy Land, it wasn't just new territory they brought back with them. The campaign exposed knights and noblemen to the culinary delights of the East: the exotic flavours, the lavish presentation, the elegant manners, and the political undertones. Whereas before their meals had been simple affairs with basic home-grown ingredients, suddenly the wealthy families of Medieval Europe were hosting enormous banquets, inviting guests from far and wide, and using them to flaunt riches and forge alliances.

Norman castles were built with a central Great Hall where the banquets were held. New Year and Pentecost always warranted a feast, but the greatest ones were in honour of weddings, coronations or the installation of a new bishop. At these events, the guests were often family members of similar social status to the nobles who hosted them, but at the end of the harvest, local farmers and labourers were invited to share in the frivolities of the famous Medieval banquet.

Menu

Pottage - a soup of meat and vegetables

Roasted wild boar, venison, salmon and pike

Peacock stuffed with goose, pheasant, hen, duck, partridge and quail

Savoury and sweet tarts

Candied fruits and cheeses

Musicians

Most Great Halls featured a minstrels' gallery or raised area to accommodate musicians. The tradition of having background music during a meal originated in France with 'troubadours', who sang tales of courtly love. When Eleanor of Aquitaine married Henry II of England, she brought her love of music with her. The musicians would also play a fanfare to herald the arrival of each course.

Seating plan

The host - often a member of royalty or the nobility - sat at the Great Table facing out towards the hall, along with those of the highest social standing. This table was usually raised and covered with a damask (cloth). Tables were then arranged perpendicular to the Great Table, with people seated in descending order of rank.

Did you know?

The Normans introduced words like 'beef' and 'pork' to England. Before then, meat was simply named after the animal.

Staff

Food and wine was served by squires. The highest ranking members of the party would have their food tasted for them first to ensure that it wasn't poisoned. Over time, this became less of a practical consideration and more a ceremonial ritual.



Etiquette

Before entering the Great Hall, guests were given water and a towel to wash their hands. Grace was said and the courses served, with a knife and spoon used to eat their meals. Each portion, or 'mess', was shared between two to four people; only the host would get an individual serving.

Decoration

Tapestries, flags and shields were hung on the walls to represent political alliances and honour important guests. They also helped to keep the heat in!

Entertainment

Aside from the musicians, minstrels, jugglers and mummers (actors) were often present.

Presentation

Inspired by the opulence of the East, food presentation suddenly became important in the Middle Ages. The pièce de résistance was the centrepiece, often an ornately gilded pheasant or swan raised on a wooden plinth. Boar heads were also popular.

Wine

This was the main beverage, and was often watered down or flavoured with honey, thyme and pepper.

5 myths busted

THE FIRST THANKSGIVING

IS THE CLASSIC STORY OF THE AMERICAN THANKSGIVING A TRUE ONE? PLYMOUTH COLONY, NEW ENGLAND, 1621

01 It initiated an annual celebration

Thanksgiving wasn't celebrated officially until the presidency of Abraham Lincoln, more than 200 years after the first. Prior to Abe, it was honoured on and off until it was finally made a national holiday in 1863. One final change in 1941 secured the fourth Thursday in November as the official date.

02 The Pilgrims wore top hats with buckles

Contemporary images of the first Thanksgiving often show the Pilgrims dressed head to toe in black and white, but it is believed that they actually wore clothing that was many colours. As for the buckles on their hats, these were expensive and unfashionable items at the time, so it is unlikely they would have worn them either.

03 Native Americans were invited

Contrary to popular belief, Native Americans weren't invited to the event. It's likely that they heard the commotion coming from the festivities and upon investigation were welcomed to join the celebration. Also, any pictures with the natives wearing just loin-cloths are incorrect. New England is cold in the autumn.

04 The feasters ate Turkey

Although there was definitely wild fowl available to the Pilgrims, they may well have eaten goose and duck or even swan or pigeon rather than turkey. Staying on the food topic, sweet potatoes, corn on the cob and cranberries may be the staple traditional dishes today, but these delicacies were not available to those in New England in 1621.

05 It was the first celebration of thanksgiving

Several events that took place all across the New World predate the 1621 Thanksgiving. They include Spanish festivals in Florida in 1565 and Texas in 1598, a Canadian Thanksgiving in 1578, a settler celebration in Jamestown in 1619 and of course a variety of Native American harvest festivals.

AT A GLANCE

The Thanksgiving celebration was held a year on from the European settlers' habitation of New England. 102 settlers made the journey on the Mayflower, but less than half remained. Scurvy and malnutrition were rampant in the Plymouth Colony, and if not for Native American help, they may not have survived.

Advertorial

BEST DAYS OUT FOR HISTORY LOVERS

Britain has so much to offer the casual historian in terms of days out and excursions that the choice can be a little overwhelming. Whether it's castles or museums that whet your appetite for learning about the past, we've shortlisted five of the best historical destinations that are guaranteed to excite, inform and entertain.

AMBERLEY MUSEUM & HERITAGE CENTRE www.amberleymuseum.co.uk

Located between the Sussex towns of Arundel and Storrington, Amberley Museum is dedicated to local industrial heritage. Exhibits include the telecommunications hall, electricity hall, working printshop, road steam engines and more. The museum is home to traditional craftspeople such as the wheelwrights and blacksmith, with a café, gift shop, nature trails and picnic areas. The museum hosts more than 50 events ranging from children's activity days to classic vehicle shows. February half term events include Opening Weekend on 13-14 February, Toddler Tuesday on the 16th and Electric Amberley Activity Day on the 17th. All events are listed on the museum's website and Facebook page. After half term the museum is open from March to October, seven days a week during Sussex school holidays and on Bank Holidays, otherwise Wednesday to Sunday.



THE NATIONAL MEMORIAL TO THE FEW AT THE WING www.battleofbritainmemorial.org



The bravery and sacrifice of the aircrew who took part in the Battle of Britain in 1940 continues to inspire us more than 75 years after it happened. The story of how fewer than 3,000 men took to the sky to defeat the Luftwaffe and end Hitler's plans to invade this country is brilliantly told in the new Spitfire-shaped Wing building at the National Memorial to the Few. Situated on Kent's famous white cliffs at Capel-le-Ferne near Folkestone, the multimedia Scramble Experience gives a sense of what it must have been like to take part in possibly the most important battle this country has ever won. The memorial itself is an inspirational stone carving of an airman gazing reflectively out over the Channel, while the site is also home to a replica Hurricane and Spitfire and the Christopher Foxley-Norris Memorial Wall, where the names of those who took part are listed.

THE JORVIK GROUP www.thejorvikgroup.com

Exploring the history of a city like York can be an expensive day out or short break. Luckily the JORVIK Group offer the Pastport - allowing access to five of the best city-centre attractions throughout the year for one great, discounted price. Discover a Medieval townhouse, once hidden behind a modern facade and now restored to its former glory at Barley Hall. Explore the bloody impact of the Wars of the Roses on York at the Richard III & Henry VII Experiences on the famous city walls. Experience hands-on archaeology at DIG - An Archaeological Adventure. Unfortunately following the floods in York over the Christmas period, JORVIK Viking Centre will be closed until further notice but any Pastports purchased during this time will be valid for 24 months, allowing you to re-visit York and re-discover the Viking Age at JORVIK!



HEVER CASTLE & GARDENS

www.hevercastle.co.uk

Experience 700 years of history at the castle once the childhood home of Anne Boleyn and also home to Anne of Cleves. Set in the beautiful Kent countryside, the original Medieval castle with its gatehouse and walled bailey was built in 1270, with the Tudor dwelling added by the Boleyn family. The splendid panelled rooms contain fine furniture, tapestries, antiques and an important collection of Tudor portraits. Two prayer books that belonged to Anne Boleyn are on display - one is believed to be the prayer book she took to her execution at the Tower. Despite its splendour, Hever Castle also houses lots of armour and gruesome torture devices. A permanent exhibition brings the 16th century to life with costumed figures illustrating key events in Anne's life at the castle.




TOUR THE THAMES: CRIME, DEATH AND MYTHS

Saturday 20 February, 1-4.30pm

www.museumoflondon.org.uk

Take a boat trip down the Thames and immerse yourself in the myths of the river and dark stories of crime and death from Execution Dock to the Great Stink. Join experts Scott Wood, author of *London Urban Legends: The Corpse On The Tube* and a regular contributor to *Londonist*, and Julie Chandler, a Blue Badge Guide and founder of London Town Tours, as they narrate the stories of the river. The tour goes from Westminster Pier to the O2 and back again, passing by the famous landmarks of the city including London's iconic bridges, the London Eye, the Tower of London, London's Docklands and Greenwich. Book now for £38 by calling 020 7001 9844.





ELEANOR OF AQUITAINE

CRUSADER

QUEEN

Loathed, adored, celebrated and damned, the rebellious Eleanor of Aquitaine defied her gender, waged war and crafted Medieval Europe into a land she could rule

Written by Frances White

When Pope Eugene III requested that Louis VII, king of France, lead a Crusade to help rescue the Crusader states in the Middle East, he took up the sword with enthusiasm. However, Louis would not travel to the Holy Land alone. His wife, adored by him, despised by others, did not plan to sit back and wait at home for her husband to return. Eleanor of Aquitaine's launch and involvement in the Second Crusade would go down in myth and legend. It is said that the queen rode through the streets of Vézelay dressed in the costume of an Amazon upon a white steed, brandishing her sword and urging the people to join her. Whether it truly occurred or not, this image of the warrior queen has survived through the centuries, and her enduring connection with the Second Crusade would see Eleanor damned for its failure.

Eleanor was born to rule. The first child of William X, Duke of Aquitaine, her doting father bestowed upon his eldest daughter education fitting not a submissive queen

but one who would rule. Alongside general household skills and 'womanly' pursuits of embroidery and needlework, she also learned history and arithmetic, she could speak Latin, ride a horse proficiently and hunt. She grew up in her grandfather William IX's court, surrounded by music, poetry, and most notably, courtly love. All this bred a girl who was lively, intelligent, confident and headstrong. These were not traits prized in ladies at the time, but they were essential for Eleanor, as she would soon become one of the most powerful heiresses in Europe.

Her only brother died in the spring of 1130, along with her mother. This left Eleanor as the heir presumptive of one of the largest domains in France, larger than those held even by the king. It would not take long for these kingdoms to fall into Eleanor's hands. In 1137, when Eleanor was aged approximately 15, her father went on pilgrimage and left his daughters in the care of the Archbishop of Bordeaux. However, on the journey home, he fell ill and died. Poitou and Aquitaine were

now clasped in the hands of a 15-year-old female heir.

All this control was a very dangerous thing for the young teenager to bear. Power-hungry men of the period were not above kidnapping eligible heiresses to seize their lands and claim a title. Eleanor's father knew this, and placed his daughter under the guardianship of King Louis VI of France, also known as Louis the Fat. William's will stipulated that Louis take care of his daughter and her lands until a suitable husband was found. Mortally ill and so obese he was confined to his bed, Louis was very aware of his own impending mortality and did not intend to waste this opportunity. Within hours, Louis arranged for Eleanor to be married to his son, Prince Louis, bringing her ample lands under the control of the French crown.

Louis the Fat married Eleanor off to his son confident in her suitability as a wife. Not only did she come with lands that greatly strengthened the French crown, she was also stunningly beautiful, young, fertile and a lady of court. However,

— CUT-OUT-AND-KEEP — GUIDE TO THE CRUSADES

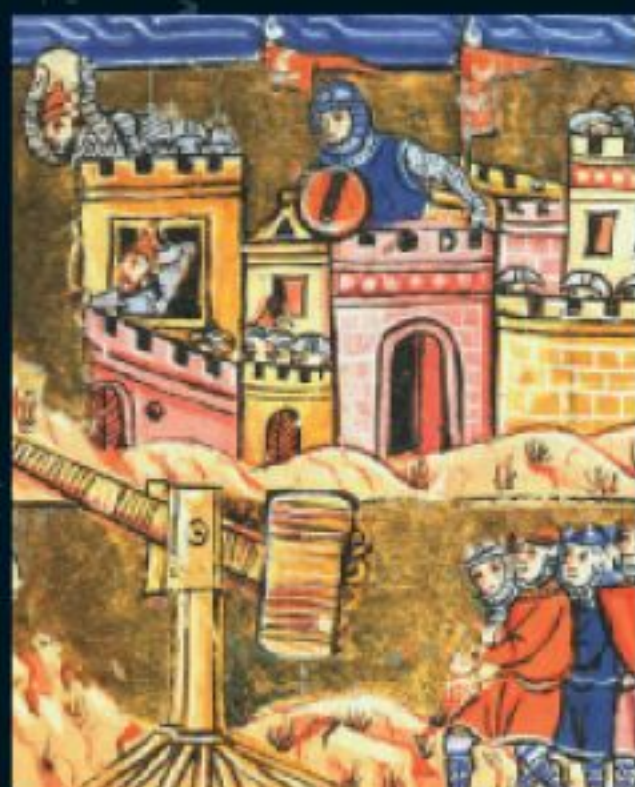
From 1096 to 1291, Jerusalem was at the epicentre of a war that saw millions killed



1st **1096-99**
LEVANT, ANATOLIA
As Turkish forces gained control of the Holy Land, Pope Urban II called for a Crusade to eliminate the threat. Gradually the Christian forces reclaimed Jerusalem. They also began to set up Latin Christian states in the region.
Victors: Crusaders



2nd **1147-49**
IBERIA, HOLY LAND, EGYPT
When Edessa, fell, Pope Eugene III encouraged the monarchies of France and Germany to wage war. However, both armies were defeated by the Turks amid claims the Byzantine emperor plotted against the Crusaders.
Victors: Muslims



3rd **1189-92**
LEVANT, ANATOLIA
After Jerusalem was conquered by Saladin, Richard I of England and King Philip II of France united to claim it back. They enjoyed a string of successes, notably in the cities of Acre and Jaffa, but failed to capture Jerusalem.
Victors: Mostly Crusaders



4th **1202-04**
BALKANS
With Jerusalem still under Muslim control, the Fourth Crusade was launched. Although the aim had been to claim Jerusalem, the Crusaders instead sacked Constantinople, beginning the decline of the Byzantine Empire.
Victors: Crusaders



5th **1213-21**
LEVANT, EGYPT
With Hungarian and Austrian armies failing to conquer Jerusalem, Flemish and Frisian forces attempt to claim Ayyubid and prevent the Crusaders having to fight on two fronts. The attack was repelled with huge Crusader losses.
Victors: Muslims



6th **1228-29**
CYPRUS, NEAR EAST
With the aim to reclaim Jerusalem, Holy Roman Emperor Frederick II used diplomacy and lies to obtain Jerusalem in exchange for a ten-year truce with the Sultan of Egypt. Jerusalem was in Crusader hands.
Victors: Crusaders



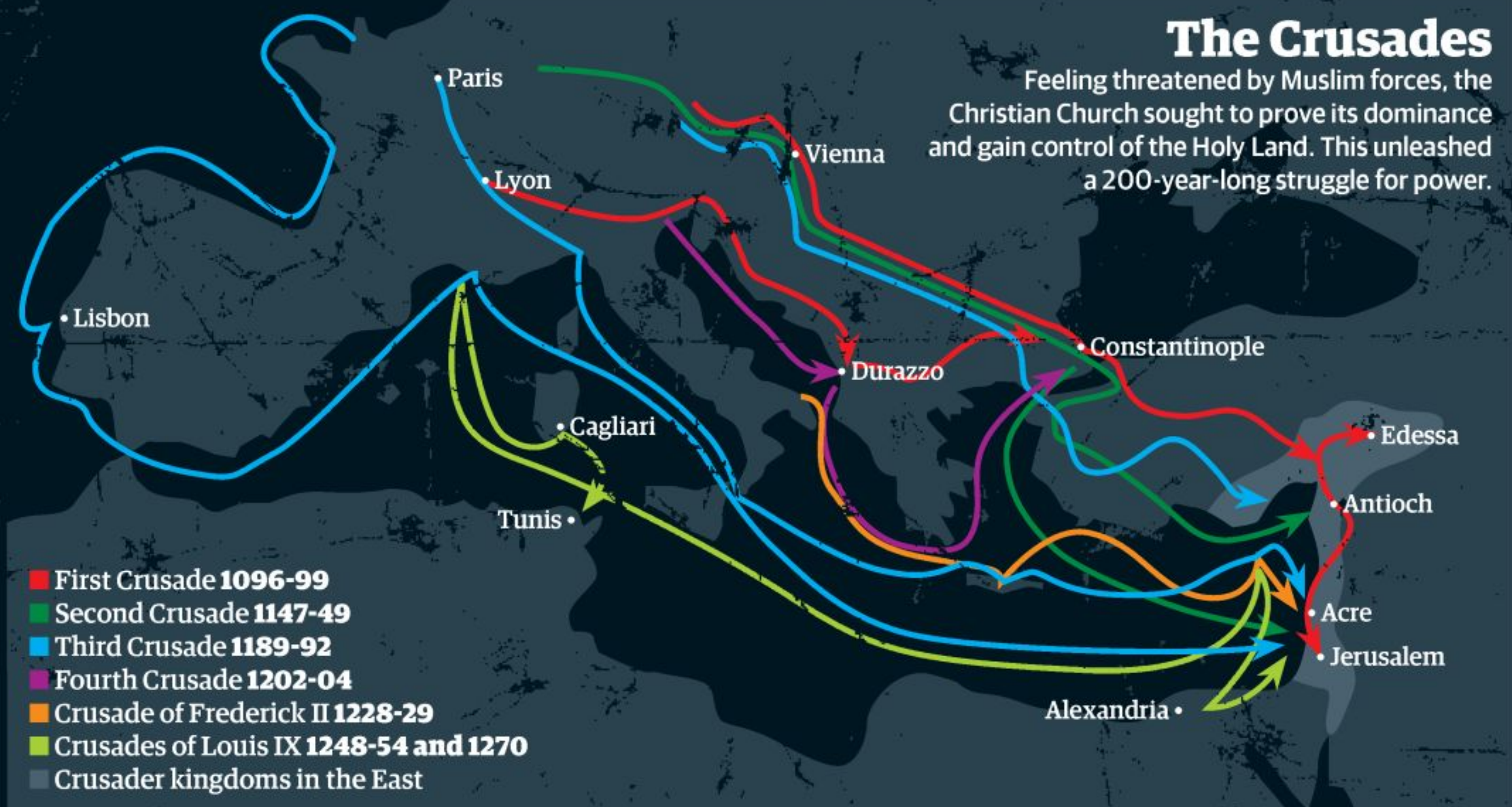
7th **1248-54**
AL-MANSOURAH, EGYPT
In 1244, Jerusalem returned to Muslim control, so Louis IX of France led a Crusade to get it back. Although they enjoyed initial success, the Crusader forces were defeated and Louis himself captured and ransomed.
Victors: Muslims



8th / 9th **1270-72**
TUNISIA, NEAR EAST
Louis IX launched a final attempt to reclaim the Holy Land, but became ill on the journey and died. This prompted Edward I to sail to Acre, where he enjoyed victories, but he was forced home to solve conflicts there.
Victors: Muslims



Louis and Eleanor set out on crusade from the Basilica of St Denis, 1147





ELEANOR OF AQUITAINE

Eleanor was anything but a quiet, submissive wife. Prince Louis was a very pious, meek man, a younger son intended originally for a monastic life, but Eleanor had been trained to rule. She had knowledge beyond her husband's, she was strong where he was weak, forceful where he was relenting, and he was completely and utterly besotted with her. As expected, Louis the Fat shortly died, the prince became King Louis VII and Eleanor became queen of the Franks. Her colourful and high-spirited nature was not well liked in the royal court, and Louis's own mother loathed her daughter in law, believing her to be a bad influence on her son. However, as much as Eleanor's unusual behaviour confused and infuriated the king, he could not resist bending to her every desire.

Sensitive and pious he may have been, but Louis was a king, and a king in the Medieval era could not avoid war. An illicit affair involving Eleanor's younger sister, Petronella, with Raoul I of Vermandois - then married to the daughter of the powerful Stephen of Blois - caused war to break out. With Eleanor's encouragement, Louis supported Petronella and Raoul, and in the resulting conflict, the king was responsible for the burning of the town of Vitry. The terrified townspeople sought refuge in a church, but it also burned to the ground and more than 1,000 people were lost in the flames. The event would have a profound effect on the sensitive Louis, who was plagued by his guilty conscience and the eternal screams of the dying.

"She had knowledge beyond her husband's, she was strong where he was weak"

What Louis needed was a pilgrimage to clear his conscience, and luckily for him, a trip to the Holy Land was just on the horizon, though it would not be quite as peaceful as he hoped. In the autumn of 1145, Pope Eugene III called upon Louis to lead a Crusade to protect the Crusader-owned kingdom of Jerusalem. The king obliged, but he would not be waging war alone.

Eleanor not only decided to join her husband on Crusade, but took up the Crusader cross with, likely, more enthusiasm than he himself. Aged 19, she offered the church the aid of her fighting vassals, which they were very happy to accept. However, they were less than pleased when she proclaimed that she, accompanied by 300 of her ladies in waiting, would join the Crusaders. Eleanor said that she and her ladies would help tend the wounded, but it is also likely that the headstrong queen was not so keen on her meek husband fighting a war without her. She appointed herself leader of her soldiers and departed with her husband.

The women were dressed in armour and carried lances, but did not fight. Nevertheless, the prospect of 300 women riding off with warriors was looked upon suspiciously by her contemporaries. However, Eleanor was not one to be swayed by criticism. Although the church may not have approved of her, when the army reached Constantinople, the warrior queen quickly impressed, and was compared to the mythical queen of the Amazons.

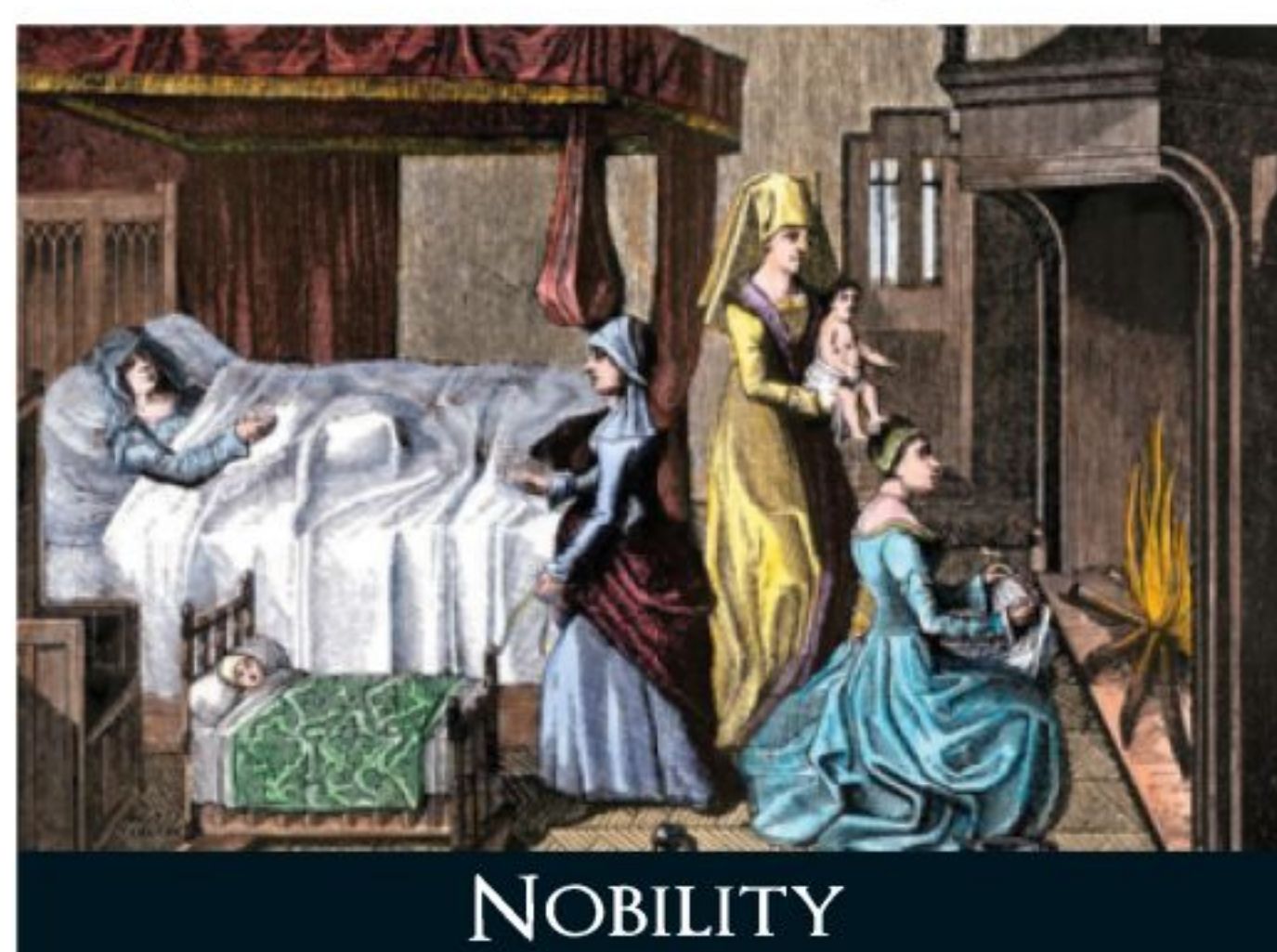
Unfortunately, the Crusade wasn't going quite so smoothly. The French had been informed by



The Second Crusade council: Conrad III, Louis VII & Baldwin III

— GROWING UP IN MEDIEVAL EUROPE —

Being born in the Middle Ages meant life was fated to follow a certain path



NOBILITY

Boys: Sons were sought after to continue the family name, and royal boys were especially prized. Noble boys began training to be a knight aged just seven, and those unsuitable were sent to monasteries. Popular boys toys were wooden soldiers, toy horses and whips.

Girls: Daughters were seen as expensive, as a dowry had to be paid to the groom at marriage, which could occur as young as seven. Generally noble girls were sent to train as ladies at a young age, learning how to weave, sing, play instruments and how to care for children.



PEASANTS

Boys: In poorer households, boys helped tend the fields and care for animals. Work was so consuming that children as young as two could be left alone. Poor children did not receive education apart from in the church, and few peasant boys knew how to read.

Girls: Female peasant children were expected to help their mothers with household chores. As they were working hand to mouth, toys were scarce and often hand made. Like their noble counterparts, peasant girls were married off as soon as they reached maturity.

ELEANOR OF AQUITAINE

the Byzantine Emperor that their ally, the German King Conrad, had enjoyed victory against a Turkish army. However, as the French army continued their journey onwards, a dazed and ailing Conrad was found near their camp and revealed the truth. The Europeans hadn't won, in fact they had been massacred. It was with haste and some unease that the French and what remained of the German army headed to Antioch, where Eleanor's uncle ruled.

Little did the Crusaders know they were already being stalked by Turks. The French monarchs decided to split, with Louis at the rear of the column with the baggage trains and Eleanor at the front with her vassal, Geoffrey de Rancon. Although the vanguard was able to reach the summit where they planned to make camp, Rancon decided to continue onwards. The rear of the column, laden down with baggage, struggled to keep up and the Turks leapt on this opportunity. The French, including many unarmed pilgrims, were trapped and unprepared. Any who tried to escape were killed, and the king, disguised in simple pilgrim clothes, barely escaped the attack by scaling a rock.

The blame for the massacre was placed at de Rancon's feet, and, as he was Eleanor's vassal, so it was at her's. The fact that her own soldiers had marched in front and weren't involved did little to help her popularity, and it was even argued that the majority of the baggage was hers. Thus, despite having no involvement in the fight, the queen was blamed for the disaster. Tensions between the royal couple were reaching a fever pitch.

When the Crusaders reached the city of Antioch, it gave Eleanor an opportunity to renew her friendship with the lord of the city and her uncle, Raymond. Not only was Raymond close in age to Eleanor, but he was also tall, handsome and charming. In fact, she spent so much time with her uncle that rumours quickly spread about an illicit affair between the two. Raymond suggested they first capture Edessa, a strategic stronghold in the Holy Land, but Louis was determined to focus solely on Jerusalem. When Eleanor supported her uncle, it was the final straw - the meek, adoring and abiding king had reached his limit.

Louis, likely for the first time in his marriage, demanded that Eleanor follow him. His queen,

outraged, called into question the entire marriage, claiming that she and her husband were too closely related, and this was grounds for divorce. This didn't go down well with Louis, and in an effort to establish his authority, he took Eleanor away from her uncle and Antioch against her will and headed to Jerusalem. For the woman who was born to rule, to command and to control, this

was humiliating beyond all measure. The remainder of the Crusade achieved little, Louis's subsequent assault on Damascus was a failure, and the royal couple returned to France in different ships.

A marriage where Eleanor was expected to be meek and obliging was not going to work. She could deal with her sensitive and generous husband, but the one that returned from the Crusade was as humiliated as her and increasingly suspicious of the growing relationship between niece and uncle. Although they had children, no male heirs were born, and Louis faced increasing opposition to Eleanor from his barons. The king was left with no option, and in 1152, the marriage was annulled. The lands that Louis's father had so slyly secured for his son were torn away from him, and aged about 30, Eleanor once again became one of the most eligible and desirable heiresses in Europe.

However, Eleanor was no longer a naive 15-year-old, she was a worldly and knowledgeable woman. She knew she would have to remarry, and she intended to do so on her own terms. Amid several attempts of kidnap and forced marriage, she manufactured her own union with Henry, Duke of Normandy and future king of England. Henry wasn't stupid either; he travelled immediately

to visit Eleanor, and within eight weeks of her annulment to Louis, she was married to a man even more closely related to her than Louis.

On paper the union was a powerful one. In 1154, Henry became Henry II, king of England, and his lands combined with Eleanor's. This united England, Normandy and the West of France into a hugely powerful and influential kingdom. However, both Henry and Eleanor were strong, dominating characters. Henry was the eldest child; he too had been born to rule. He was used to getting his way and had an explosive and at times terrifying temper. Eleanor was 11 years older than him,



THE COURT OF LOVE

As well as a Crusader queen, Eleanor was an expert in the art of courtly love

In 1168, Henry II escorted Eleanor to the court of Poitiers, where she remained until 1173. Her time there would profoundly affect the culture of the period. Historians today still debate what exactly unfurled in this 'Court of Love', with some believing that Eleanor, her daughter Marie and other prominent women of the time presided over it as jury. They would listen to lovers' quarrels, resolve them, and seek answers to questions concerning love. 21 different cases have been recorded, debating issues such as whether true love can actually exist within a marriage, with the women concluding it was unlikely. The legend of this courtly love has evolved into the notion that Eleanor was responsible for bringing the ideas of chivalry and courtly love together. However, this is unlikely, as courtly love as a concept was already blossoming before Eleanor's court. It is more likely that the court at Poitiers popularised the idea of courtly love.



Eleanor was said to be "gracious, lovely, the embodiment of charm"



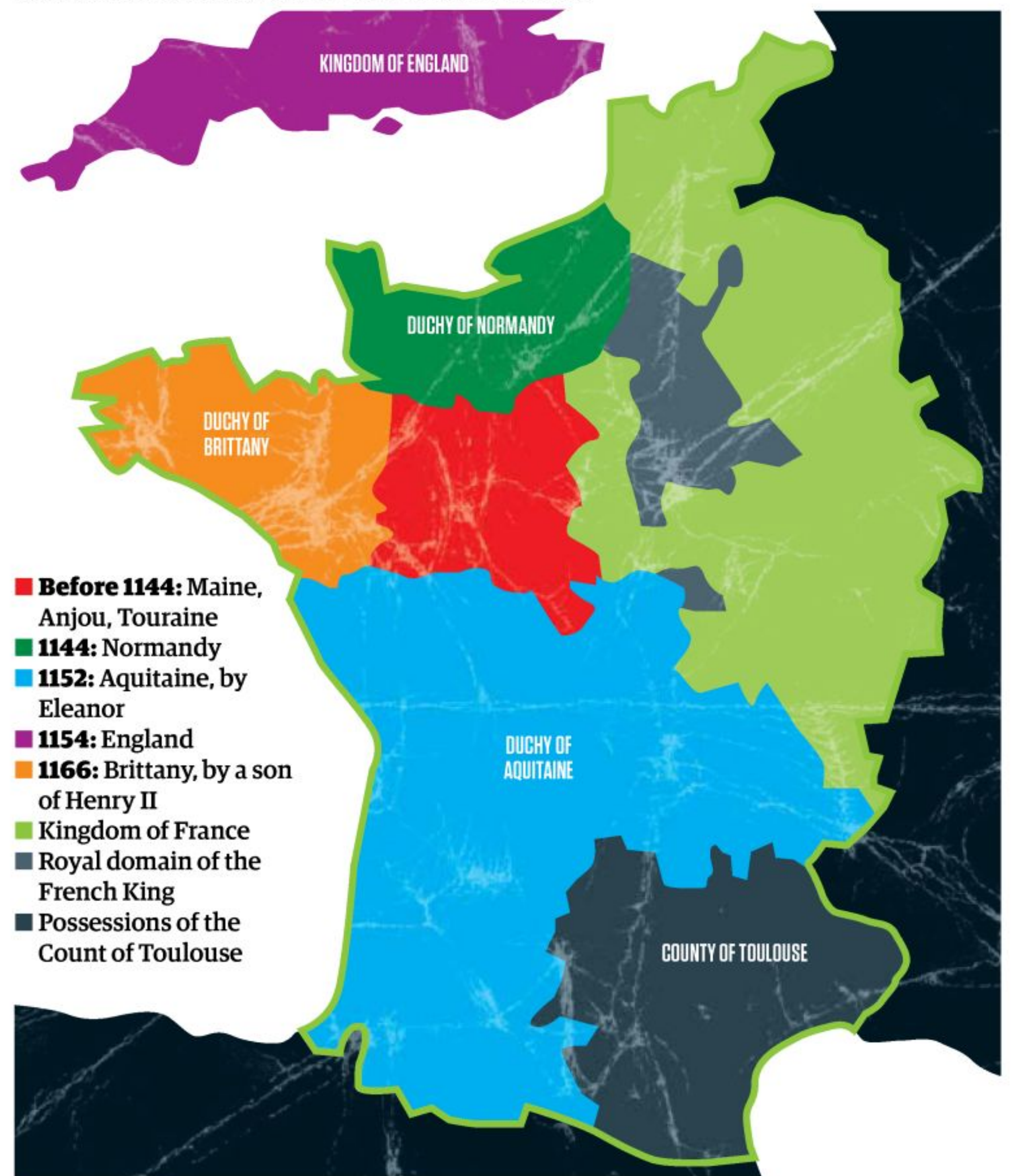
The marriage of Louis VII and Eleanor of Aquitaine ended in annulment in 1152

A painting of the 'Last Crusader' returning home after the failure of the Ninth Crusade

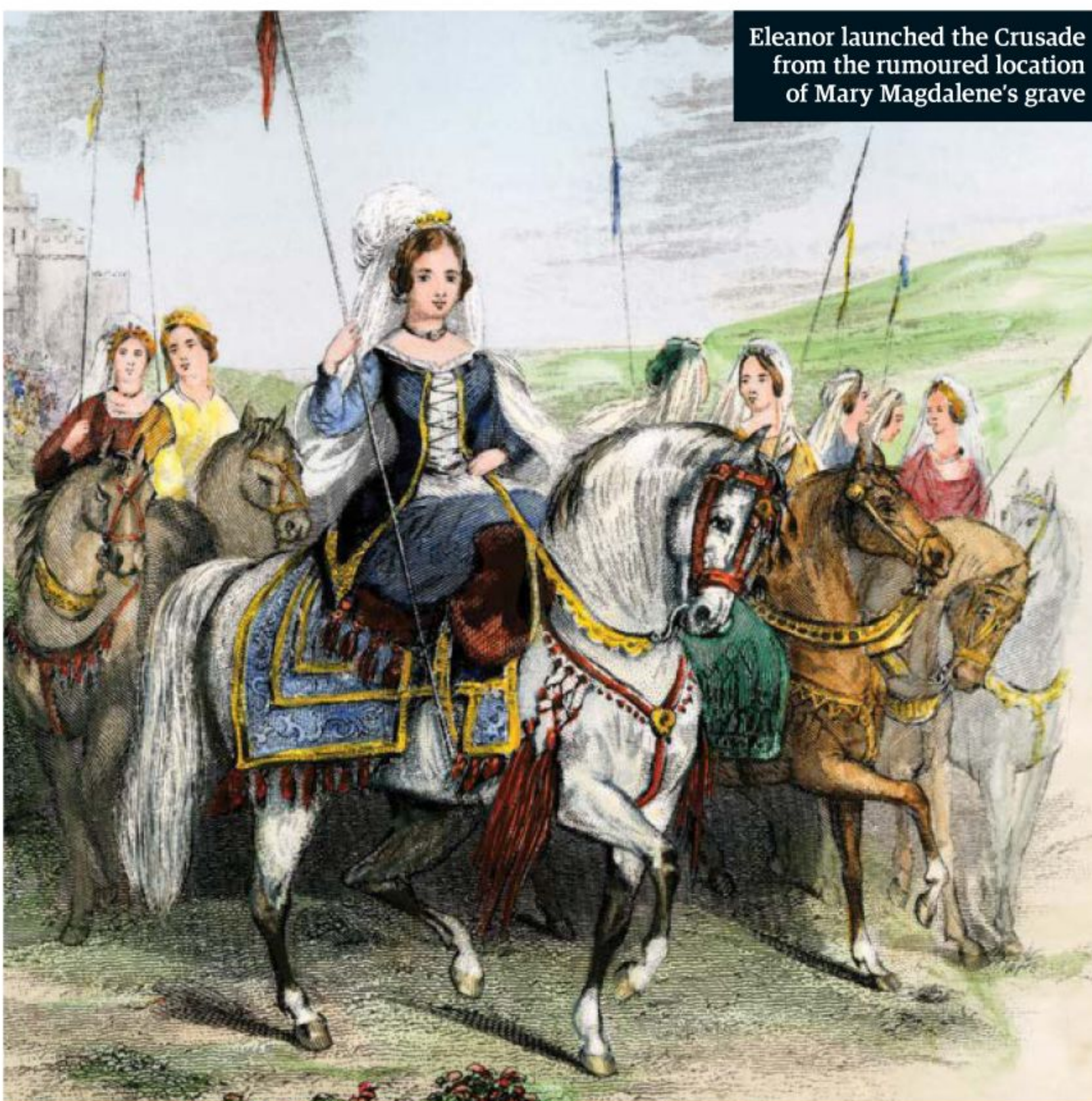


EXPANSION OF THE ANGEVIN EMPIRE

When Henry, Count of Anjou and Duke of Normandy, married Eleanor in 1152, Normandy, Anjou, Maine, Touraine, Aquitaine, Gascony, Poitou and Auvergne were brought together. When their son, Geoffrey, brought Brittany into the mix, the concentration of fiefs held by one man became a very real threat to the French monarchy.



Eleanor launched the Crusade from the rumoured location of Mary Magdalene's grave



10 MOST INFLUENTIAL WOMEN IN HISTORY

Powerful men fill the history books, but in every single era of history, women have also dominated and ruled



01

ELIZABETH I
1533-1603

QUEEN OF ENGLAND AND IRELAND

Crowning achievement:

Defeating the Spanish Armada, greatly boosting national pride and putting a stop to Spain's invasion of England.

Did you know?

Elizabeth's refusal to marry was so extraordinary for the period that many believed the only explanation was that she was secretly a man.



02

CATHERINE II
1729-96

EMPERESS AND AUTOCRAT OF ALL THE RUSSIAS

Crowning achievement:

Catherine ruled over Russia for longer than any other female ruler, during which time she expanded the Russian Empire to the Black Sea and defeated the Ottoman Empire twice.

Did you know? Her name wasn't Catherine and she wasn't Russian. She was born as Sophia to an impoverished Prussian prince.



03

NEFERTITI 1370-1330 BCE

QUEEN CONSORT OF EGYPT

Crowning achievement:

In the male-dominated world of Ancient Egypt, Nefertiti achieved near equal status with her husband, Pharaoh Akhenaten, and received the title 'Priest of Aten'.

Did you know?

Nefertiti is known for the beautiful bust of her face, but CT scans have revealed that beneath lies a carving of a wrinkled woman with an uneven nose.



04

EMPERESS DOWAGER CIXI
1835-1908

EMPERESS DOWAGER OF QING CHINA

Crowning achievement:

One of the most powerful women in China's long history, she was regent for her son and nephew, but held the real power for nearly 50 years.

Did you know? Her true nature is a mystery, with some painting her as a ruthless murderer and others an enlightened ruler.



05

BENAZIR BHUTTO 1953-2007

PRIME MINISTER OF PAKISTAN

Crowning achievement:

Not only the first woman to head a major political party, but the first elected head of an Islamic country.

Did you know? She refused to change her name when she was married, stating: "Benazir Bhutto doesn't cease to exist the moment she gets married. I am not giving myself away. I belong to myself."



06

OPRAH WINFREY
1954-PRESENT

'QUEEN OF ALL MEDIA'

Crowning achievement:

Born into poverty, Winfrey is now the most successful black philanthropist in American history and is regarded by many as the most influential woman in the world.

Did you know?

Although she's one of the richest women in the world, growing up Oprah was bullied at school for wearing dresses made from potato sacks.



07

ISABELLA I OF CASTILE
1451-1504

QUEEN OF CASTILE AND LEON

Crowning achievement: She not only set up the unification of Spain with her marriage, but also cleared her kingdom of the crippling debt left by her brother.

Did you know? One of Isabella's daughters was Catherine of Aragon, none other than Henry VIII's first wife.



08

BOUDICA
UNKNOWN- C. 61 CE

QUEEN OF THE ICENI TRIBE

Crowning achievement: Uniting many British tribes to revolt against the occupying Roman army, she led her force to defeat the Romans in three battles.

Did you know? It wasn't until the Victorian Era that Boudica earned legendary status, as hers and Victoria's name were identical in meaning.



09

ANGELA MERKEL
1954-PRESENT

CHANCELLOR OF GERMANY

Crowning achievement: As well as being the first woman to serve in her position, she is known as the 'decider' in her handling of the financial crisis and is also viewed as the de facto leader of the EU.

Did you know? She has been named most powerful woman in the world by *Forbes* magazine nine years running.



10

QUEEN VICTORIA
1819-1901

QUEEN OF THE UNITED KINGDOM, EMPRESS OF INDIA

Crowning achievement:

Victoria ruled over the biggest empire in the history of the world, spanning six continents and 458 million people.

Did you know?

Despite her imposing presence, Victoria was barely five foot tall.

Eleanor's effigy can still be seen in Fontevraud Abbey in France

"A marriage where Eleanor was expected to be meek and obliging was not going to work"

knew her worth, and wasn't prepared to obey the commands of a domineering husband. Despite their stormy relationship, the couple had five sons and three daughters, and ruled over an impressive Medieval empire.

However, a storm was brewing. Henry was ruled by passion, and this led to many illicit affairs and a number of mistresses. His affair with one mistress in particular, Rosamund Clifford, became public knowledge and drove his proud and headstrong wife to breaking point. Eleanor departed for her native land of Aquitaine and took several of her children, including Richard, her chosen heir, with

her. The queen was tired of dealing with the wills of husbands; she wanted to rule Aquitaine, and she wanted to rule alone.

Eleanor wasn't the only one who had been pushed to the limit by Henry. Several of her sons had inherited her proud, stubborn nature and decided that enough was enough. Henry the younger secretly travelled to Aquitaine and, likely encouraged by Eleanor, joined with two of his brothers, Richard and Geoffrey. Together they decided to rebel against their father. For Eleanor the rebellion was the culmination of years of abiding his infidelities, bearing his children and a lifetime of sharing power; it was her chance to rule Aquitaine with her beloved son Richard. But, as always with Eleanor, fate did not run smooth. The rebellion was squashed, and the woman born to rule was thrown in prison.

For the next 16 years Eleanor was imprisoned in England. If the humiliation wasn't bad enough, the lack of contact with her sons over the years caused Eleanor to become distanced from them. Now aged 50, Eleanor hopelessly and powerlessly waited for her chance to rule again. It would take the death of her tempestuous husband for her to finally glimpse freedom once more.

When Henry died in 1189, Richard I became heir. Although Eleanor's favourite son had become more distant, one of his first acts was to release his mother from prison. In the autumn of her life, Eleanor could finally fulfil the role she was born

to play - ruler. While Richard, who would become known as Richard the Lionheart, travelled and embarked on the Third Crusade, she ruled England as regent. She defended his lands, and even used her political acumen to negotiate Richard's release when he was captured. Her citizens approved of their able, intelligent and strong queen, and, although it was likely no concern to her, Eleanor finally earned popularity.

The queen was not one to let old age stop her. She continually travelled across Europe, cementing powerful marriages for her brood of children, managing her army and building a strong and influential empire. At the age of 70, she rode over the Pyrenees to collect her choice of wife for Richard, then continued to traverse the Alps. She would outlive nearly all of her children, and survived long into the reign of her youngest son, John. However, determined as she was, Eleanor could not avoid time catching up with her. She retired to the religious house of Fontevraud where she became a nun. In 1204, aged 82, Eleanor died and was buried beside the son she adored, Richard. Her legacy would continue not only in the children she bore, but in her lands, which remained loyal to England even after the loss of Normandy. Though many were quick to discount her for her frivolity in her youth, she had proved herself an intelligent, driven and wise ruler. As the nuns who spent her final years with her wrote, she was a queen "who surpassed almost all the queens of the world."

"Bleed France white"

The German Chief of Staff Erich von Falkenhayn was convinced that an attack on Verdun would be the catalyst for German victory. He assured the Supreme Army Command that a victory would be a hammer blow to France and a subsequent submarine blockade would then force Britain into submission.

Strategic and symbolic importance

Verdun had been a symbolic centre for the French military since the 1870-71 Franco-Prussian War, and its sentimental value meant it would not go down without a fight. It was strategically important as well, as its location and underground forts threatened German lines of communication.

German tactics

The main strategy employed was a war of attrition, with intense artillery bombardments followed by infantry advances. It was hoped that this would draw the French out of their fortifications into the clutches of the waiting Imperial German Army.

Urban damage

After the battle, the villages of Beaumont, Bezonvaux, Cumières, Douaumont, Fleury, Haumont, Louvemont, Ornes, and Vaux were all completely destroyed. It is believed that the French field artillery at Verdun fired more than 10 million rounds in the entirety of the battle.

German fallout

The German failure to succeed at Verdun was the final nail in von Falkenhayn's coffin. He was stripped of his position and replaced by Paul von Hindenburg, who would become a key figure in German politics up until his death in 1934.



Britain's weapons

Von Falkenhayn was of the opinion that Britain had no great army of its own and was simply using France, Russia and Italy as its armies. With France seen as the greatest threat of the three, he convinced the kaiser that 'Operation Judgement' would turn the tide of the war.



THE BATTLE OF VERDUN

VERDUN, FRANCE

21 FEBRUARY – 20 DECEMBER 1916

One of the costliest battles in one of history's most devastating wars, Verdun was nothing more than a bloodbath. On Christmas Day 1915, German Chief of Staff Erich von Falkenhayn wrote to Kaiser Wilhelm II expressing his firm belief that the Western, not the Eastern, Front was where ultimate victory lay. He argued that Britain was the senior partner in the Entente and an attack on Verdun and its surrounding fortifications would "Bleed France white". With the French out of the war, the Germans would be able to embark on a campaign of unrestricted submarine warfare against Britain. Von Falkenhayn rolled the dice first and amassed artillery in a 9.5 kilometre line east of the forts, and the preliminary bombardment of Verdun began on 21 February 1916.

Verdun was poorly prepared for the barrage sent by the German guns. The trenches were incomplete and the area was low on ammunition and manpower. French Commander in Chief Joseph Joffre hastily arranged extra battalions to be sent to aid the French Second Army, which only numbered 200,000 men. As the 1,400 German guns fell silent, 1 million troops advanced forward. At the end of the first day of fierce fighting, von Falkenhayn had not pressed ahead as much as he had planned, only managing to capture the frontline trenches. The momentum was stunted further when the infantry were withdrawn for another artillery barrage, after scouting reports decreed that the forts were still too strong for an infantry assault. On 24 February, the

French second line of trenches was overrun as well, but the forts still held firm. For now.

French reinforcements arrived under the leadership of General Philippe Pétain and bolstered positions on the banks of the River Meuse. The Germans managed to occupy Fort Douaumont but, after a series of successes, the battle began to stagnate. Between 26-29 February, 500,000 troops assaulted the village of Douaumont, but it held firm. Throughout March, the Germans, who were using flamethrowers in large numbers for the first time, made a series of gains, intent on preventing the Allies from amassing troops elsewhere for another potential battle in Picardy. By the summer months, German attacks were still coming thick and fast, and as they reached the Belleville Heights on the doorstep of Verdun, up to 75 per cent of the French Army had seen action in this one battle. Many forts had fallen by July, and as the French prepared to call it quits, well-timed attacks by the British on the banks of the river Somme to the north west and the Russian Brusilov Offensive in the east took place. Now fighting on too many fronts, the German Imperial Army found itself overstretched and unable to maintain the momentum. The futility of war had been demonstrated with 550,000 French and 434,000 German casualties for little to no strategic gain for either side. Fighting raged on until December, but the Battle of Verdun, the longest single battle of the war, was over and the Battle of the Somme had now superseded it in both casualties and overall futility.

French fallout

The victory at Verdun was the making of Philippe Pétain, who was awarded the role of commander in chief and became a national hero. His popularity would later plummet during World War II when his Vichy regime collaborated with Nazi Germany.



French Third Republic

TROOPS 1,140,000

DIVISIONS 75-85

ARTILLERY 632 FIELD AND HEAVY GUNS



JOSEPH JOFFRE

LEADER

Known as 'Papa Joffre', the commander in chief of the French forces had served since the days of the Franco-Prussian War.

Strengths General calmness and refusal to admit defeat.

Weakness Failing to prepare correctly for Verdun.



CANON DE 155 C M1915

KEY UNIT

A heavy field howitzer that was an upgrade on the M1917 and lasted past the end of the war.

Strengths New technology allowed a maximum range of 11 kilometres.

Weakness Manoeuvrability. Up to eight horses were required to pull it.



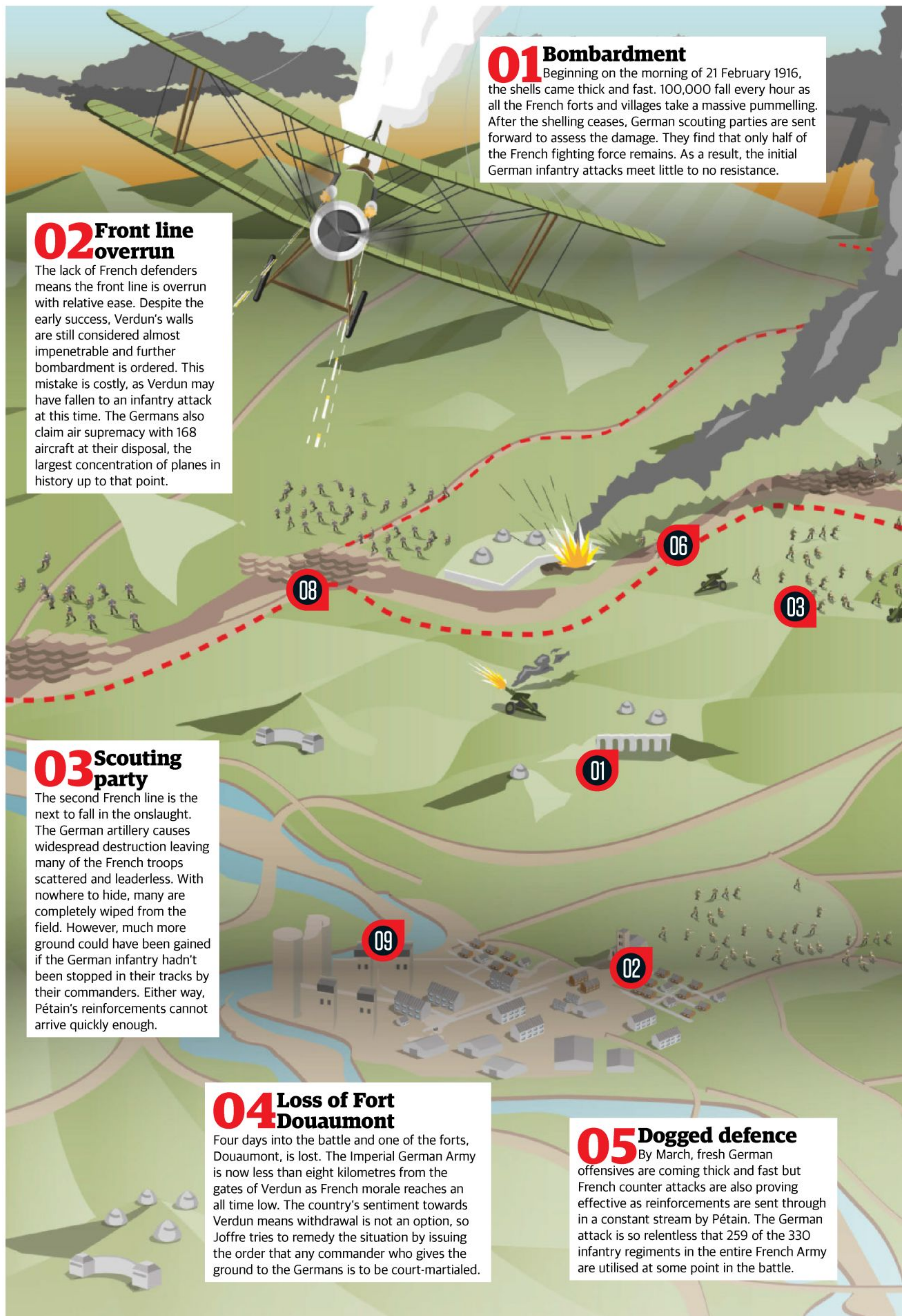
HOTCHKISS M1914

KEY WEAPON

A gas-operated, air-cooled, fully automatic belt-fed bullet spitter that could fire up to 600 rounds a minute.

Strengths Took down German flamethrower companies before they got close.

Weakness Incredibly heavy and only held 30 cartridges.



01 Bombardment

Beginning on the morning of 21 February 1916, the shells came thick and fast. 100,000 fell every hour as all the French forts and villages take a massive pummeling. After the shelling ceases, German scouting parties are sent forward to assess the damage. They find that only half of the French fighting force remains. As a result, the initial German infantry attacks meet little to no resistance.

02 Front line overrun

The lack of French defenders means the front line is overrun with relative ease. Despite the early success, Verdun's walls are still considered almost impenetrable and further bombardment is ordered. This mistake is costly, as Verdun may have fallen to an infantry attack at this time. The Germans also claim air supremacy with 168 aircraft at their disposal, the largest concentration of planes in history up to that point.

03 Scouting party

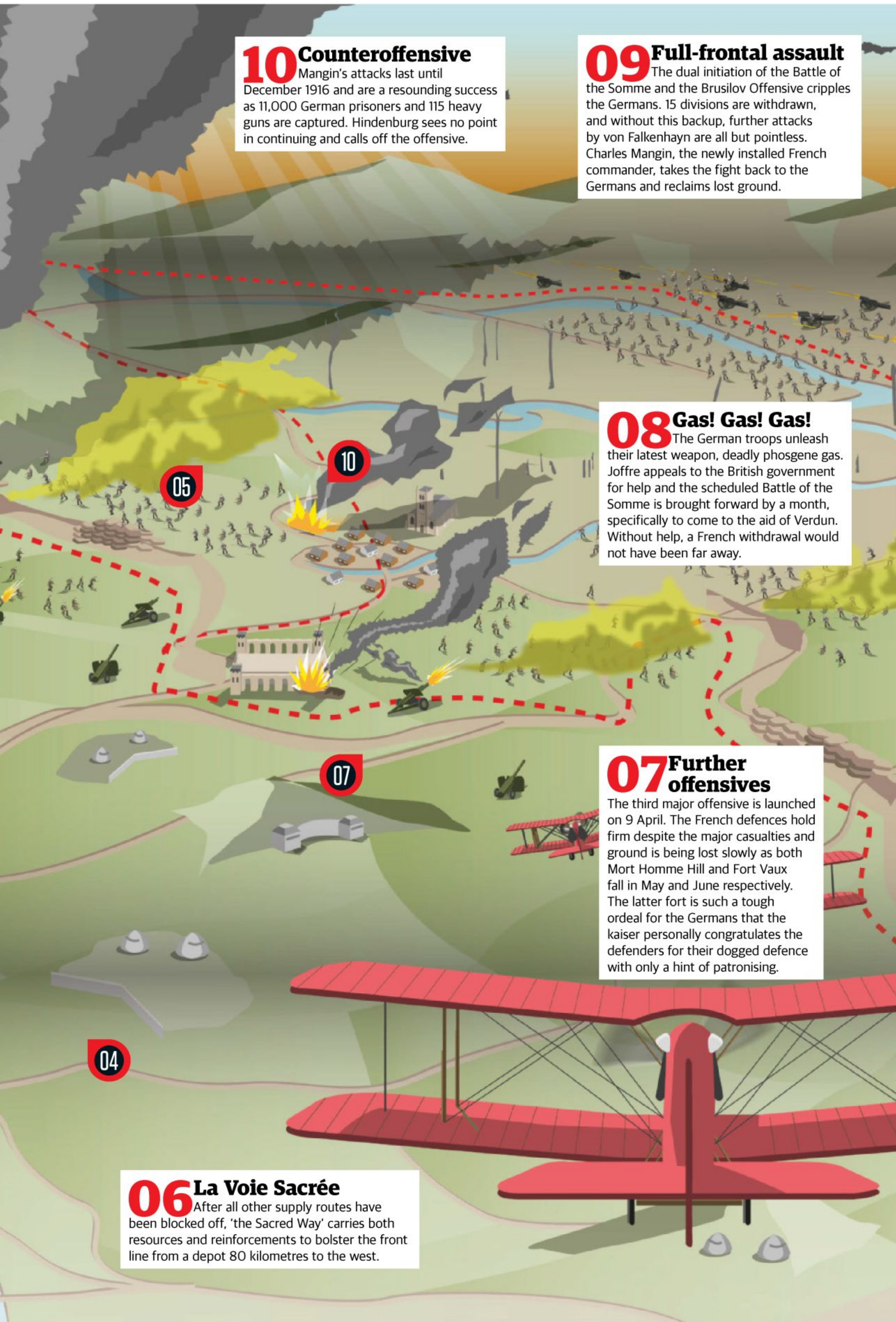
The second French line is the next to fall in the onslaught. The German artillery causes widespread destruction leaving many of the French troops scattered and leaderless. With nowhere to hide, many are completely wiped from the field. However, much more ground could have been gained if the German infantry hadn't been stopped in their tracks by their commanders. Either way, Pétain's reinforcements cannot arrive quickly enough.

04 Loss of Fort Douaumont

Four days into the battle and one of the forts, Douaumont, is lost. The Imperial German Army is now less than eight kilometres from the gates of Verdun as French morale reaches an all time low. The country's sentiment towards Verdun means withdrawal is not an option, so Joffre tries to remedy the situation by issuing the order that any commander who gives the ground to the Germans is to be court-martialed.

05 Dogged defence

By March, fresh German offensives are coming thick and fast but French counter attacks are also proving effective as reinforcements are sent through in a constant stream by Pétain. The German attack is so relentless that 259 of the 330 infantry regiments in the entire French Army are utilised at some point in the battle.



10 Counteroffensive

Mangin's attacks last until December 1916 and are a resounding success as 11,000 German prisoners and 115 heavy guns are captured. Hindenburg sees no point in continuing and calls off the offensive.

09 Full-frontal assault

The dual initiation of the Battle of the Somme and the Brusilov Offensive cripples the Germans. 15 divisions are withdrawn, and without this backup, further attacks by von Falkenhayn are all but pointless. Charles Mangin, the newly installed French commander, takes the fight back to the Germans and reclaims lost ground.

08 Gas! Gas! Gas!

The German troops unleash their latest weapon, deadly phosgene gas. Joffre appeals to the British government for help and the scheduled Battle of the Somme is brought forward by a month, specifically to come to the aid of Verdun. Without help, a French withdrawal would not have been far away.

07 Further offensives

The third major offensive is launched on 9 April. The French defences hold firm despite the major casualties and ground is being lost slowly as both Mort Homme Hill and Fort Vaux fall in May and June respectively. The latter fort is such a tough ordeal for the Germans that the kaiser personally congratulates the defenders for their dogged defence with only a hint of patronising.

06 La Voie Sacrée

After all other supply routes have been blocked off, 'the Sacred Way' carries both resources and reinforcements to bolster the front line from a depot 80 kilometres to the west.

German Empire

TROOPS 1,250,000

DIVISIONS 50

ARTILLERY 1,200 HEAVY AND SUPER HEAVY GUNS



ERICH VON FALKENHAYN LEADER

The chief of staff for the German Imperial Army, Verdun would turn out to be von Falkenhayn's swan song on the Western Front

Strengths Experience of conflict all over the world.

Weakness Belief that an offensive on Verdun was the only solution.



BIG BERTHA KEY UNIT

The largest and most powerful mobile artillery pieces on both sides during the battle.

Strengths Huge 419mm shells could level cities.

Weakness Could not penetrate the reinforced concrete forts.

PHOSGENE GAS KEY WEAPON

An alternative to chlorine gas that could affect soldiers up to 48 hours after inhalation.

Strengths Caused soldiers to cough less so more of the gas was inhaled.

Weakness Less deadly than chlorine gas.

THE REAL MAD MEN

Blow in her face and she'll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

TIPALET. Cherry MURIEL CIGARETTES	TIPALET. Natural MURIEL CIGARETTES	TIPALET. Burgundy MURIEL CIGARETTES	TIPALET. Blueberry MURIEL CIGARETTES
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Smokers of America, do yourself a flavor. Make your next cigarette a **Tipalet®**.

New from Muriel. About 5 for 25¢.

© Tipalet, Young & Rubicam Agency, Playboy, 1970



**ADVERTISING
BREAKTHROUGHS
OF THE 1960S**

The creative team: The copywriter and art director became equals and worked together in a team of two

THE REAL MAD MEN

The creative revolution of the 1960s heralded the golden age of advertising, but it was a business built on racism, sexism and dishonesty

Written by Charles Saatchi

In the middle of the last century, marketing men had few qualms about creating brutally sexist advertisements. Brushing off any criticism of being misogynistic, they would dryly explain that misogynists are men who don't hate women as much as women hate each other. It was an age when few grasped the concept of political correctness. However, this doesn't diminish the bewildering bad manners of so much of the advertising, which is offensive to the point of callousness.

The simmering implication that ran through campaigns such as Chase & Sanborn coffee, Mr Legg's slacks and Van Heusen shirts is that a man should be on top, and he should maintain this dominance through physical intimidation. Women were literally under a man's heel, or down at his feet, keen to have him "walk all over her" - indeed, in the Van Heusen shirt campaign, a man spanking his wife is "daring". Women are to be tamed through a male's sheer magnetism - who can resist a man in a great pair of slacks, or his brute force?

Tipalet cigars ran their "Blow in her face and she'll follow you anywhere..." campaign in the 1960s. The ad demonstrated a



CHARLES SAATCHI

Author Bio

Charles Saatchi is the founder of the global advertising agency Saatchi & Saatchi. His latest book, *Beyond Belief*, brings together more than 100 adverts created before the industry had a conscience. In his own inimitable style, Saatchi demonstrates the radical change over the last 60 years in attitudes to sex, equality, race, drugs and much more.

© James King



THE REAL MAD MEN

spectacular convergence of unpleasant marketing techniques - not to mention the product itself, a cigar with a tip flavoured with cherry and blueberry, among other essences.

A wide eyed 1960s 'babe', low cut top, open mouth and tanned skin, leans in to a dark handsome smoker who seductively blows smoke over her face. The phallic cigar acts as an extension of the man's sexual virility, and the woman is helplessly attracted. The emphasis here is firmly on women as passive sexual objects manipulated by male powers of attraction. This theme continues in the advertisement for the Cigar Institute of America. A 'single girl' kneels in front of a suited cigar smoker holding aloft an ashtray. She recognises his masculine power and sophistication, and pays homage.

The women's liberation movement, with the second wave of feminism being firmly and loudly underway at the time, didn't appear to cut much ice with marketing men.

Cigar campaigns differ from their cigarette counterparts in that they address only men. The cigar smoker is depicted as highly superior, in turn cultivated and sexually dominant. Blunter still are the depictions of female weakness and inferiority used in adverts for Weyenberg shoes and Warner's. The latter celebrates new "springlets" in a girdle, leaving behind the bone-reinforced corsetry that had pained women for decades.

While the evolution of women's undergarments was itself a story of liberation - ending in the bra burnings of the women's liberation movement - here the comfort a woman can have in her underwear is somewhat undermined by the image of her being cheerfully dragged by her hair by her "bone-age" husband.

The feminine psyche was under assault on all fronts; she must take into consideration beauty, weight, eternal youth; be both attractive enough to keep her man and the ideal housewife and mother. A Kellogg's advert showed the key attributes that define a wife - small waisted, hard working, perfect hair, and that all-important ready smile for the returning husband. What marked a departure was the engineering of food. Kellogg's PEP was a new brand of cereal that was infused with vitamins - a blend that ensured the happy wife would keep up with the housework.

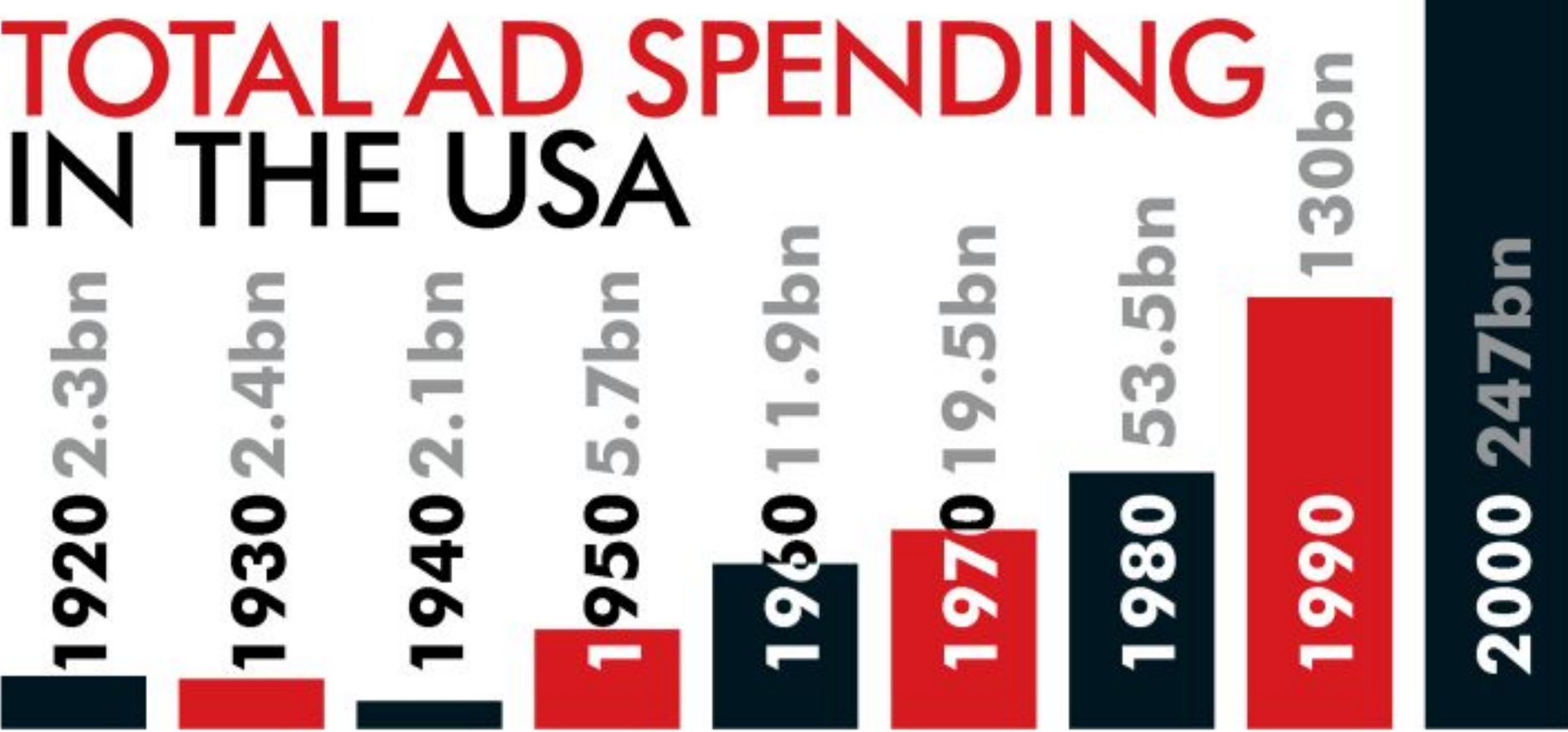
The housewife, instituted by magazines, advertising and films, was a figure targeted steadily by marketeers eagerly selling the newest frontier in consumables - domestic appliances.

The Hotpoint ad implores the male reader, ie the one with the chequebook, to "Please... let your wife come into the living room". A slender wife washes infinite dishes while the rest of the family happily bonds in front of the TV next door.

Dishwashers, along with Hoovers, freezers and other household appliances, were part of the post-war boom, when it seemed your patriotic duty to consume.

The modern dishwasher was in fact the invention of a woman - Josephine Cochrane, who exhibited her version at the 1893 Chicago World's Fair. A very wealthy lady, her main household gripe would be that her servants couldn't wash up fast enough and were always chipping her fine china.

TOTAL AD SPENDING IN THE USA



Madison Avenue advertising executives work on a project circa 1950



The 20th floor viewing room at CBS headquarters, 485 Madison Avenue, New York, in 1951



* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

20,679* Physicians
say **“LUCKIES**
are *less irritating*”

“It’s toasted”
Protection against irritation against cough

© Lucky Strike, Lord, Thomas & Logan Agency, 1930

THE REAL MAD MEN

Gee, Mommy
you sure enjoy your
Marlboro

Yes, you need
never feel
over-smoked
.... that's the
Miracle of
Marlboro!

MARLBORO
CIGARETTES
IVORY TIPPED
THE FINEST OF
AMERICAN TOBACCO
THE FINEST OF
AMERICAN TOBACCO
PHILIP MORRIS & CO. LTD. INC.

OUR CHOICE OF IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (RED)

© Marlboro, Milton Blow Agency, 1951

ADVERTISING BREAKTHROUGHS OF THE 1960S

Account managers: Rather than focusing on the research, marketing and strategy of campaigns, account managers became responsible for building client relationships

No wife wants her husband to carry the memory of her morning breath to work with him.
The attractive women he meets during the day don't have it

**There's another woman waiting
for every man — AND SHE'S TOO SMART TO
HAVE "MORNING MOUTH"**

We're not saying that if wives simply use Chlorodont their husbands will never look at a pretty girl.
But we do know if you use Chlorodont, your good-bye kiss works for, not against you. For Chlorodont really gets rid of that stale, furry "morning mouth." Your own clean, fresh taste tells you your breath is sweet—even hours later.
The secret is chlorophyll-plus. You see, Chlorodont has a big, generous helping of chlorophyll, plus a patented cleaning agent. Chlorodont is so effective it brightens teeth measurably better than any other toothpaste formula, bar none. Brighter teeth. A cleaner mouth. An inviting breath. All this we guarantee—or Lever Brothers Company will return your money. Isn't that reason enough for buying Chlorodont—today?
P.S. Same chlorophyll-plus benefits in Chlorodont Tooth Powder.

"Anti-enzyme," too, for continuing decay protection
University dentists found the special cleaning agents in Chlorodont keep enzymes decay aside below the danger point for 9 out of 10 people for hours—with just one brushing.

Stop "morning mouth"—
enjoy that wonderful, clean,
fresh Chlorodont feeling!

Chlorodont
CHLOROPHYLL • TOOTHPASTE

© Chlorodont, J. Walter Thompson Agency, Life, 1953

Essentially, advertisers were actively enlisted by the government to push women back into housewifely roles after the war had introduced millions to the world of work.

Many wanted to remain in their jobs, enjoying the wages and independence that was afforded them, but the government felt that returning war vets needed the support of the family structure, and American society needed the security of gendered roles.

But in fact by 1960, twice as many women were in work than had been in 1940, and 40 per cent of women over 16 had a job - albeit jobs deemed 'womanly' or too lowly for men.

However, this revolution, spurred by women's wartime experience, would soon serve to undermine the image of housewifery projected by advertisers. For example, a rosy-cheeked housewife is amazed that she can actually manage to open a ketchup bottle "without a husband"! The Alcoa HyTop bottle cap was aimed at being considerate of the feebleness of womankind, touching on the technological advances in the post-war environment, when industry was redirected from the war effort to focus on fuelling consumption.

Adland had apparently forgotten that women were perfectly capable of building tanks, bombs and machine guns in the USA's munitions factories between 1941 and 1945.

Today, I wonder how many women would be charmed by a husband's Christmas gift of a new Hoover.

More searching than your mirror...

The name of the man or woman who coined the phrase "sex sells" is lost to time. This truism is core to the history of advertising, and in the first half of the 20th century, sexual politics dominated much of

THE REAL MAD MEN

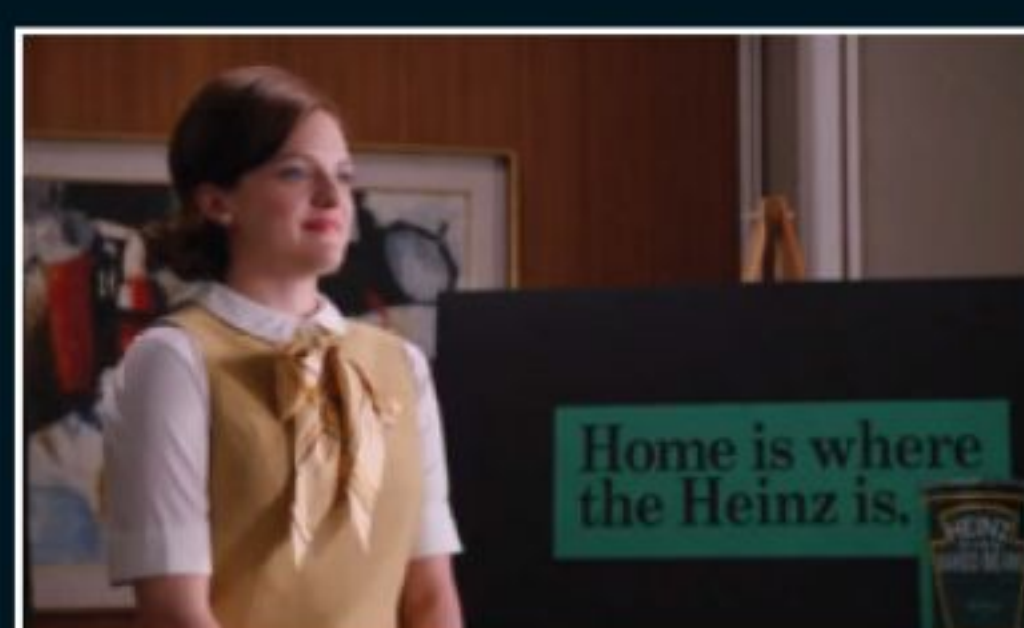
MAD MEN VS REALITY

Compare the ads in AMC's *Mad Men* series, set in the 1960s, with the real ones

© Alcoa Aluminum, Fuller & Smith & Ross, Inc. Agency, 1953



Lucky Strike Don Draper's 'It's Toasted' slogan for Lucky Strike was actually conceived more than 40 years earlier in 1917.



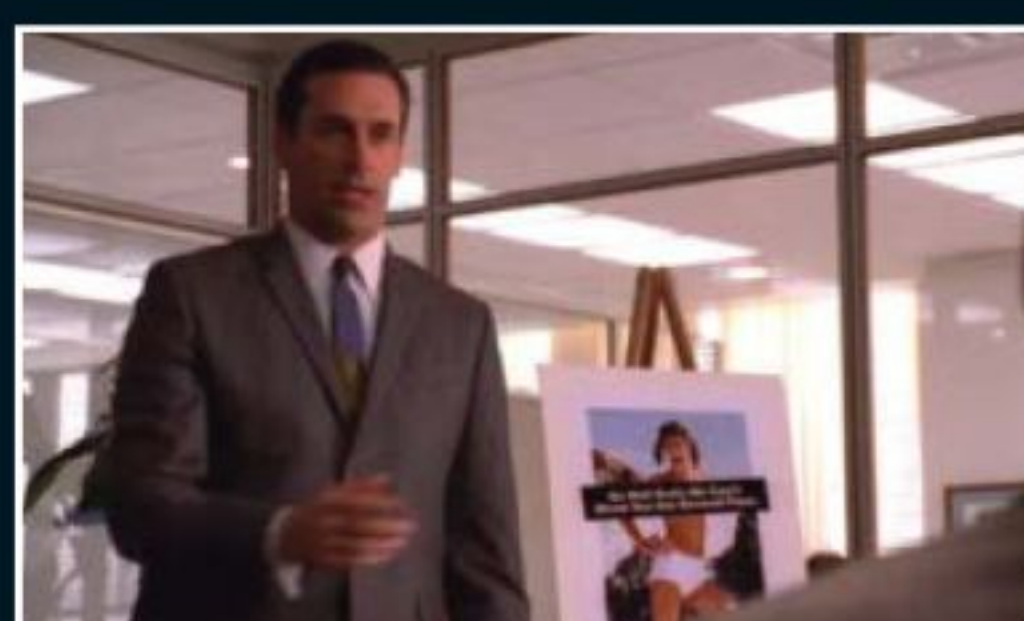
Heinz Since the 1950s, Heinz has tried to establish itself as a household name, as was the aim with Peggy Olsen's pitch.



Playtex A real Playtex advert did indeed feature Marilyn Monroe, but with Jane Russell rather than Jackie Kennedy.



Hilton Sterling Cooper's ad for Hilton was snappier than the real ads, which sold their holidays with photos rather than slogans.



Jantzen Don Draper's pitch for Jantzen swimwear was overtly sexual; the real ones were far more demure.



You mean a woman can open it ?

Easily—without a knife blade, a bottle opener, or even a husband! All it takes is a dainty grasp, an easy, two-finger twist—and the catsup is ready to pour.

We call this safe-sealing bottle cap the Alcoa HyTop. It is made of pure, food-loving Alcoa Aluminum. It spins off—and back on again—without muscle power because an exclusive Alcoa process tailors it to each bottle's threads

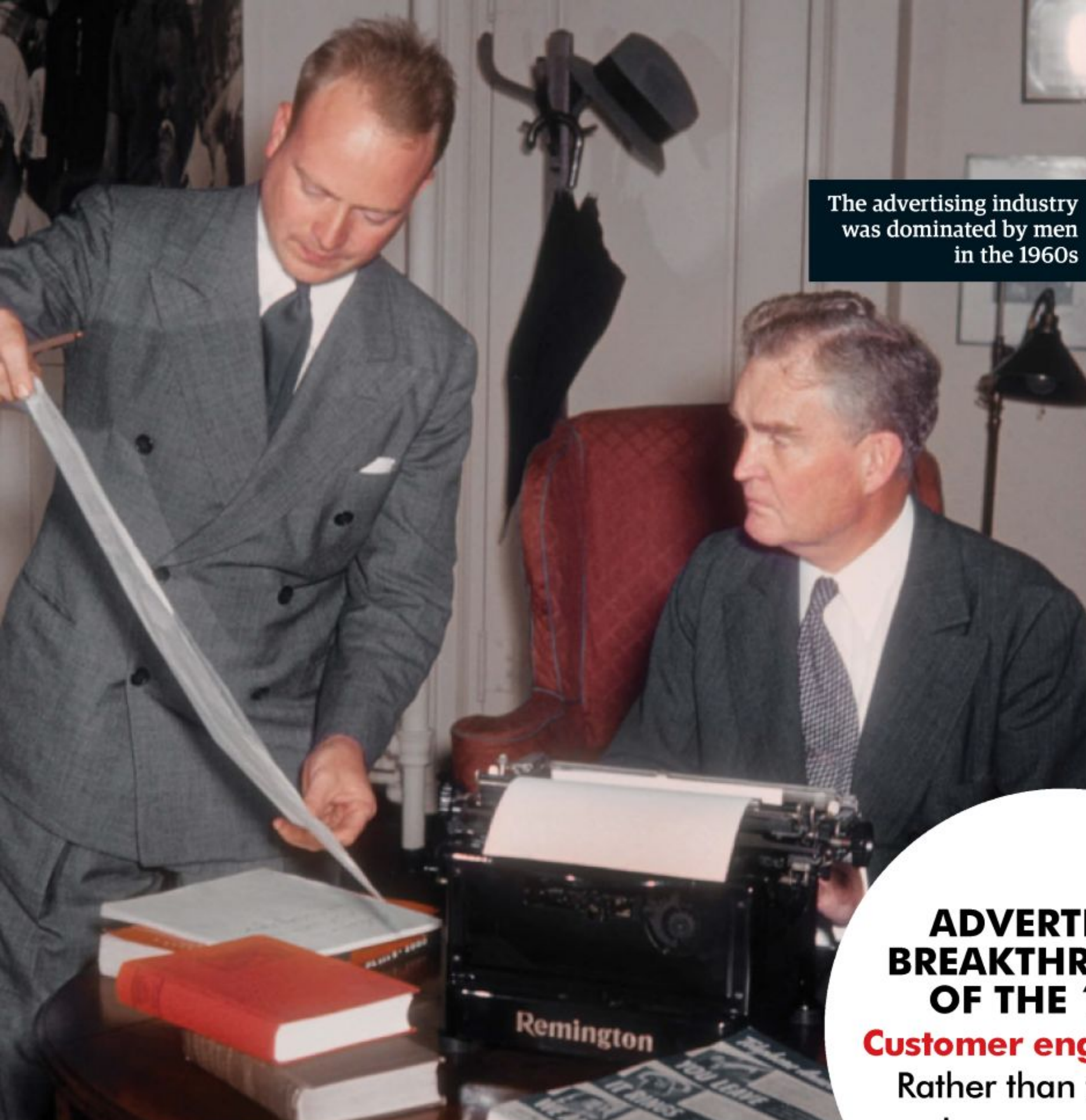
after it is on the bottle. By vacuum sealing both top and sides, the HyTop gives purity a double guard.

You'll recognize the attractive, tractable HyTop when you see it on your grocer's shelf. It's long, it's white, it's grooved—and it's on the most famous and flavorful brands. Put the bottle that wears it in your basket . . . save fumbling, fuming and fingers at opening time with the most cooperative cap in the world—the Alcoa HyTop Closure.

Alcoa 
Aluminum



Madison Avenue looking north from 41st Street, New York, circa 1950



The advertising industry was dominated by men in the 1960s

ADVERTISING BREAKTHROUGHS OF THE 1960S

Customer engagement:
Rather than talking at customers, advertisers began talking with them

marketing. Watching its pathways you can discern changing attitudes to gender – with the marketing voice being a conservative and generally depressing one for women.

The development of psychology led advertisers to a nearer understanding of the deep desires of men and women, the flows of the unconscious mind, and how choices between products are made and could be affected.

The desire to attract a partner, to fall in love and to keep that love fresh was an aspect of female and male behaviour that would come to be neatly manipulated.

Rather than just telling women that this or that product would keep them young, marketers in campaigns like Palmolive preyed on the fear of losing a partner as a way to encourage women to use their soap as part of a simple beauty routine. Tantalising illustrations of soft skin, rosebud mouths and silk garments populated this campaign.

Admakers were also finding it far easier to reach women.

Tabloid newspapers, celebrity and confession magazines were achieving soaring circulation numbers.

The latter focused on first-person stories of romances and tragic heartbreaks and were aimed at young working women. Advertisers realised that they could now speak to working class, poor and black women who had previously been ignored as a market.

By 1930, money spent on toiletries was ten times higher than 20 years earlier. Where a woman used to buy only a face powder, her cosmetic repertoire would now include dozens of make-up and skincare items.

Much soap advertising reinforced a message that it's a woman's prerogative to be a sexual object in the home.

All women should share the desire to remain magically young – the only state of womanhood that a man could possibly wish for – and to be the object of male attention.

The Palmolive campaign plays on the mythic conception of romantic love, staging their advertisements in a constant twilight of silk dresses and cocktails. What is the use of intelligence when your husband will leave you because you look aged?

For centuries women have had to deal with the dichotomy of being cast as angel or whore. Nowhere is this better demonstrated than through the medium of advertising.

We've seen women as housewives; pretty, useful, hardworking, loving. We've seen them as whores when it comes to an irresistible man in slacks blowing cigar smoke. The lengths to which advertisers have used sexualised images of women to appeal to buyers is mystifying, given that this eroticism is often aimed at women themselves as the target audience for the product.

When Love Cosmetics was launched, it claimed "Love's baby soft. Because innocence is sexier than you think" – alongside the image of a pre-pubescent girl with a teddy bear. Aimed at young girls coming into womanhood, this was the smell of the ideal teen prom queen.

Griffin Microsheen featured scantily clothed women to purvey their brand of boot and shoe shine. A woman's breasts are prominently displayed as she laughingly bowls at an alley, a weak pun linking the two "you'll bowl them over with..."

In another, a near-naked woman sits at the bottom of the chimney admiring the shine on Father Christmas's boots. Broomsticks Slacks walked a fine line in many of their advertisements. Gang rape? Sexual assault? Just make sure to do it in a pair of Broomsticks because their Acrilan will never lose its crease.

The copy runs "The Game is Broomsticks. Ring around Rosie. Or Carol. Or Eleanor." Interchangeable bikini-clad women were the requisite for every game. For Lucky Tiger Hair Wax, Linda, Lola and Louise have been shot, stuffed and mounted to decorate the Lucky Tiger's lair.

THE SATURDAY EVENING POST

Watch "Soldiers of Fortune"! For exciting adventure, see this 7-Up TV show every week.

Copyright 1955 by The Seven-Up Company

Why we have the youngest customers in the business

This young man is 11 months old – and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know – but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to toddlers – if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination – and it works! Make 7-Up your family drink. You like it... it likes you!

Avoid imitations served from taps or cup-machines. Seven-Up is sold in bottles only.

Nothing *does it* like Seven-Up!

© 7-Up, J. Walter Thompson Agency, Saturday Evening Post, 1955

THE REAL MAD MEN



Madison Avenues advertising executives work on an ad for laundry equipment

© Veto, Norman, Craig & Kummel Agency, 1957

BEYOND BELIEF

30% OFF 'BEYOND BELIEF' FOR AAH READERS

All About History has teamed up with publishers Booth-Clibborn to offer you a 30 per cent discount on *Beyond Belief* by Charles Saatchi. To buy a copy at just £17.50 (including free standard postage and packaging) please visit www.turnaround-uk.com/beyond-belief-racist-sexist-rude-crude-and-dishonest.html and enter the promo code: BCHMBB16. This offer is valid for UK customers only.

Sexually available women were apparently a genuine health threat to American GIs during the wars. In World War I, 18,000 service men were taken out of action every day due to sexually transmitted diseases. By World War II, advertising men were enlisted to help spread information about avoiding these afflictions.

Of course, in these campaigns, the blame for the spread of such diseases was laid squarely at the feet of women, and in 1941, the May Act was introduced to prevent women soliciting within a certain radius of military bases, resulting in many arrests. The figure of 'procurable' women with venereal diseases was put at 98 per cent - a grand total that even the most devoted propagandist would have difficulty in explaining to his mother.

On Lucky Tiger's current web homepage, the brand describes itself as a "barbershop classic". It explains that it has helped men "get lucky" since 1935, and that every man needs an edge in the hunt for a lady. "Become a ladies' man with the Lucky Tiger range, as tools of the trade for a master of seduction." Their moisturising shower cream comes in a pack labelled "Suds for Studs".

Add 5lbs of solid flesh in a week...

The notion of preying on a woman's lack of 'sex appeal' became an essential marketing tool in the 1930s and 1940s for products aimed at fattening you up. Advertisements declaring "Skinny girls are not glamour girls", "Skinny and lonely!" and "Men wouldn't look at me when I was skinny" were accompanied by beaming, full-figured, swimsuit-clad models to drive home the message that buxom is beautiful - to men at least.

Ironized Yeast and their competitors Kelp-a-Malt and Wate-On claimed to help "beanpoles", who could now pile on the pounds

with an ambiguous combination of "essential elements" and "food iodine". They were seen as 'remedies' to alleviate the side effects of iron deficiency, namely 'skinniness', or as marketers chose to put it, "scrawniness". Ironized Yeast called upon unnamed scientists to proclaim that people are thin and rundown only because they don't get enough vitamin B and iron from their daily food, resulting in a lack of appetite and fatigue.

Kelp-a-Malt boasted that each tablet contained more iron and copper than one pound of spinach, more calcium than three eggs, more phosphorous than one and a half pounds of carrots, and more food iodine than 1,600 pounds of beef.

Some advertisers decided on giving the skinny ailment a name - "the gray sickness". Doctors today would call the more extreme symptoms anaemia.

The gray sickness not only made you thin, wan and miserable but also contributed to premature aging, due to your body drawing on essential calcium and fat reserves to make up for breaking the taboo of being too thin.

While there are few convincing case-studies to prove whether or not these tablets worked (other than the before and after pictures, which were often two different women), yeast does in fact aid weight gain, and B vitamins do increase appetite.

The reason for this pandemic aversion to scrawniness? Anxiety lingered after the Great Depression that skinny bodies were the result of people simply not having enough to eat. Ironized Yeast was seen as a quick fix to health, and a disguise of near-starvation.

The ultimate irony for women today is that the 'malnourished' "before" bodies, which were presented as so hopelessly unappealing in the mid-20th century, have become the contemporary world's pinnacle of desirability.

ADVERTISING BREAKTHROUGHS OF THE 1960S

Brand personality:

Advertisers looked for ways to make their brands stand out from the crowd

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Your community, your University

Time Traveller's Handbook

THE PROTESTANT REFORMATION

Germany, 16th century

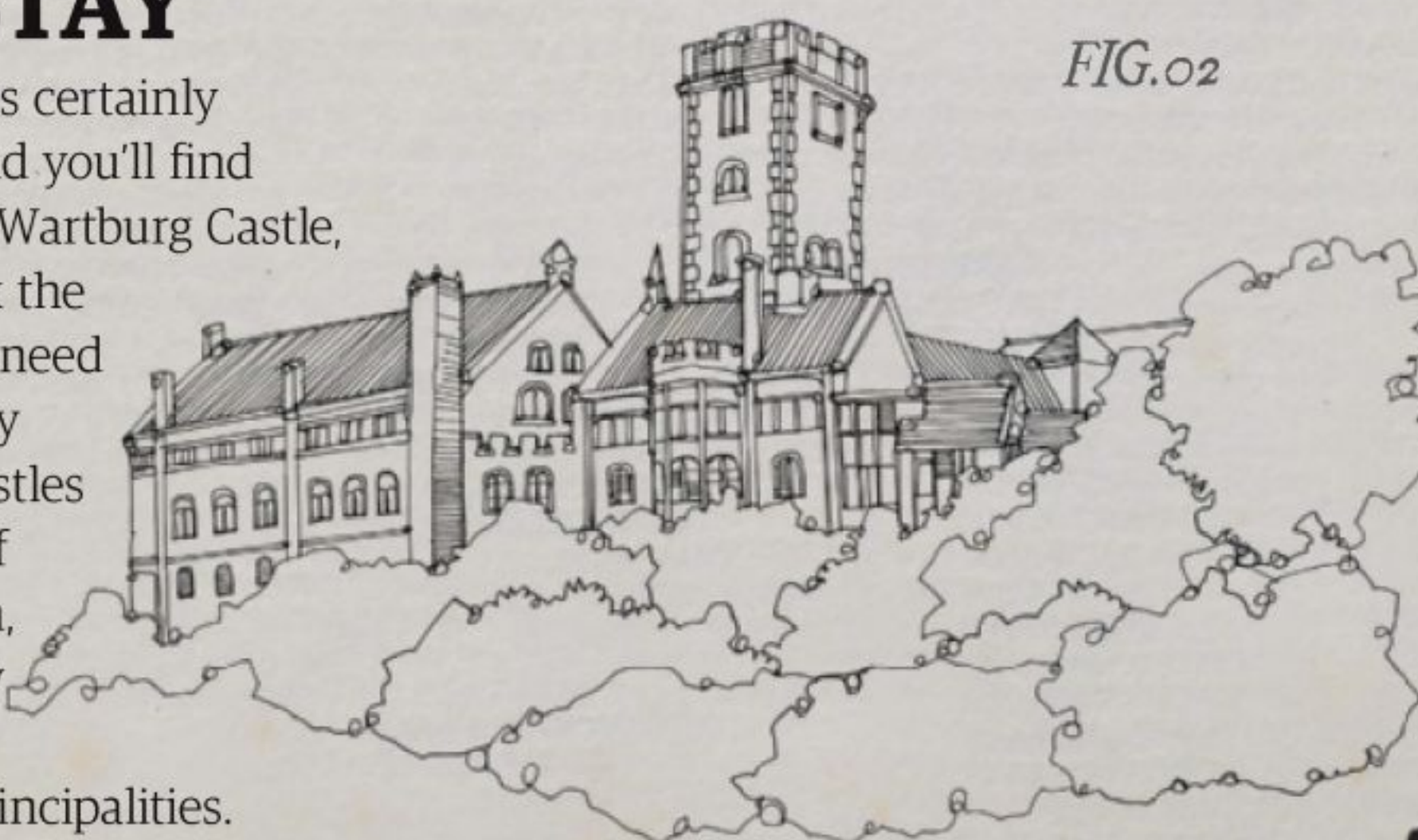
The roots of the Protestant Reformation are firmly set in early 16th-century Germany, and its international reach revolutionised religion across the world. With the Catholic Church's seemingly infinite power, its desires were more than just religious. For a pretty penny, a priest would sell you 'indulgences'; for a sum of money to the church, he'd pardon your sins to reduce the length of time you'd have to spend in purgatory.

Across the world, different people took issue with Catholic dominance, with Henry VIII perhaps the most famous of all dissenters. It all kicked off in Germany in 1517, however, with Martin Luther, a disgruntled Augustinian monk. Luther's activism may have cost him his reputation, but it brought about a public awakening to the church's misdemeanours. Protestantism was born, and it left a trail of religious pandemonium in its wake.



WHERE TO STAY

Having friends in high places certainly helps when you're exiled, and you'll find Martin Luther hiding out at Wartburg Castle, home of his friend Frederick the Wise. If you find yourself in need of a hideout, being hidden by sovereign friends in their castles is perhaps the safest place of all - not only are you hidden, but your friends, particularly princes, have the power to influence religion in their principalities.



Dos & Don'ts

☒ **Attend public meetings.** In the 16th century, most people can't read or write. The latest news is spread by word of mouth, so don't miss out! Get yourself down to the town square.

☒ **Befriend the aristocracy.** If you find yourself in need of a handy hideaway, there's no better friend than a prince, who can shelter you in his cosy castle.

☒ **Get green fingers.** One of the few ways to make a living is through agriculture, so you'll need to practice your farming.

☒ **Take any opportunity for a bath.** The chance to get clean doesn't come that often in 16th-century Germany, so make sure you don't miss out.

☐ **Pay for indulgences.** It might seem somewhat obvious, but don't splash out on indulgences from a priest. You'll only be fuelling the fire that Luther is desperately trying to put out.

☐ **Perform 'witchcraft'.** Society is still incredibly Christian despite the effects of the reformation, and anybody thought to be a witch could be put on trial and executed.

☐ **Dance.** If you find yourself tapping your foot to that funky beat, stop! You could have Dancing Fever, an epidemic that's hit the French-German border that will kill some of the 400 people afflicted with it.

☐ **Eat off pewter plates.** If you are offered food on a plate made of pewter, don't eat off it - unless you want to die from lead poisoning.

WHO TO BEFRIEND

Martin Luther

A modest Augustinian monk, Martin Luther was born to a humble family in 1483. His '95 Theses' of 1517 didn't only catch the attention of the local community of Wittenberg - word spread to the Vatican, and Luther has been branded a heretic and an outlaw by the Emperor of the Holy Roman Empire, Charles V. If you're going to make it through the Protestant Reformation, Martin Luther is one man you want on your side. Intellectual, literate and reasonable, he's also using the printing press to spread his word across Germany, with his ideologies reaching even Henry VIII in Britain.

Extra tip: If you get caught up in the Peasants' War of 1524-25, don't use Luther's religious arguments to justify the revolt - you won't get the support you're expecting. Luther's argument isn't actually demanding social equality, and he'll condemn you, stating: "Nothing can be more poisonous, hurtful or devilish than a rebel."

FIG.03

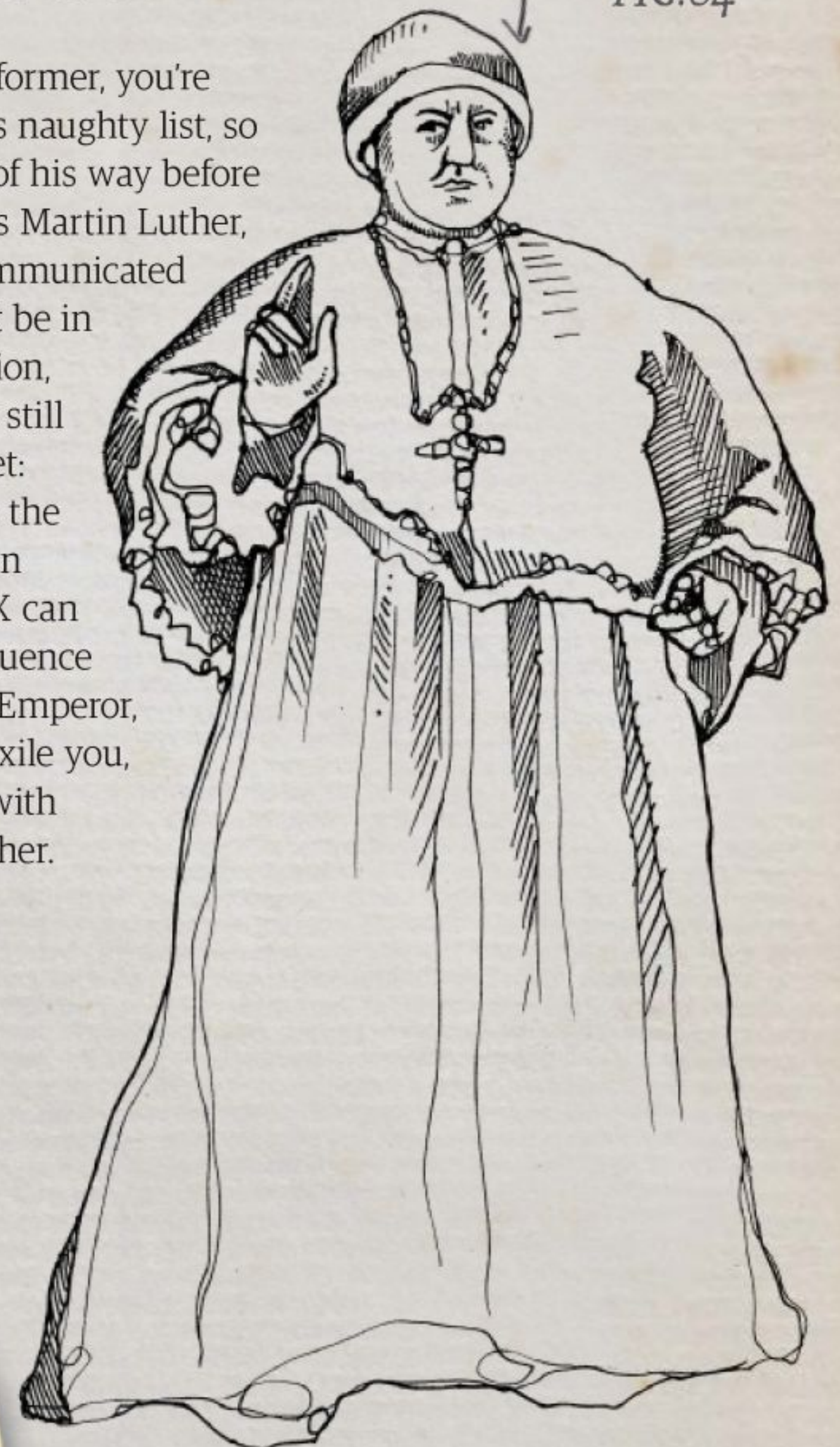


WHO TO AVOID

Pope Leo X

If you're a Protestant reformer, you're already on Pope Leo X's naughty list, so you'll want to stay out of his way before you go the same way as Martin Luther, who was brutally excommunicated in 1521. Germany might be in the midst of a reformation, but the pope's power is still far reaching. Don't forget: in Wittenberg, you're in the heart of the Holy Roman Empire, and Pope Leo X can use his power to influence the Holy Roman Emperor, Charles V, to exile you, like he did with Martin Luther.

FIG.04



Did you know?
The term
'Protestant' first
came into existence
in April 1529

Helpful Skills

Mastering these techniques could help you go far in the chaotic and turbulent time of revolution

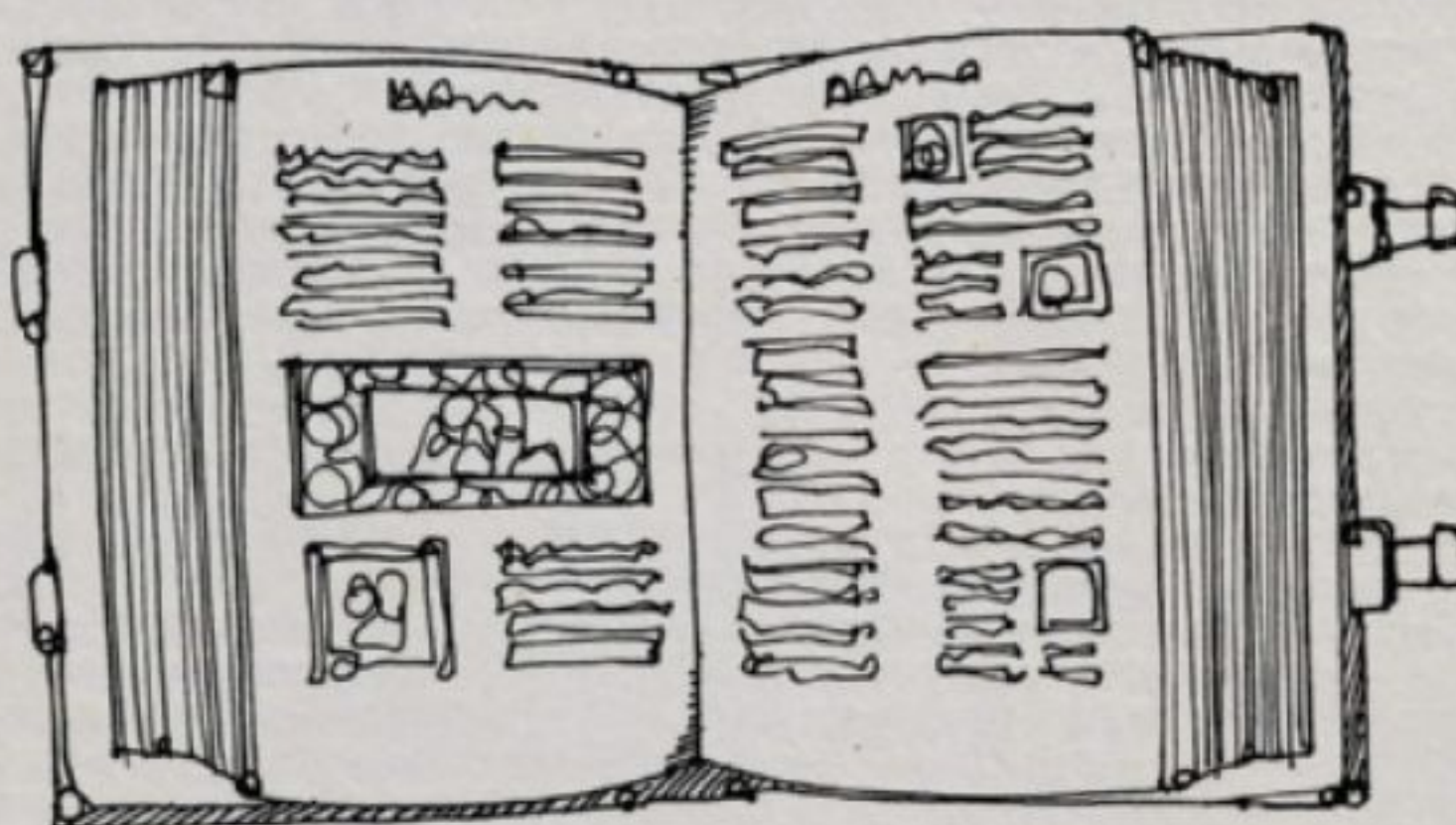
Painting

Want to get in with the influential aristocracy? If you can't befriend them, use your artistic talents to become a court painter, where you can express passion for Lutheranism through the medium of art.

FIG.05



FIG.06



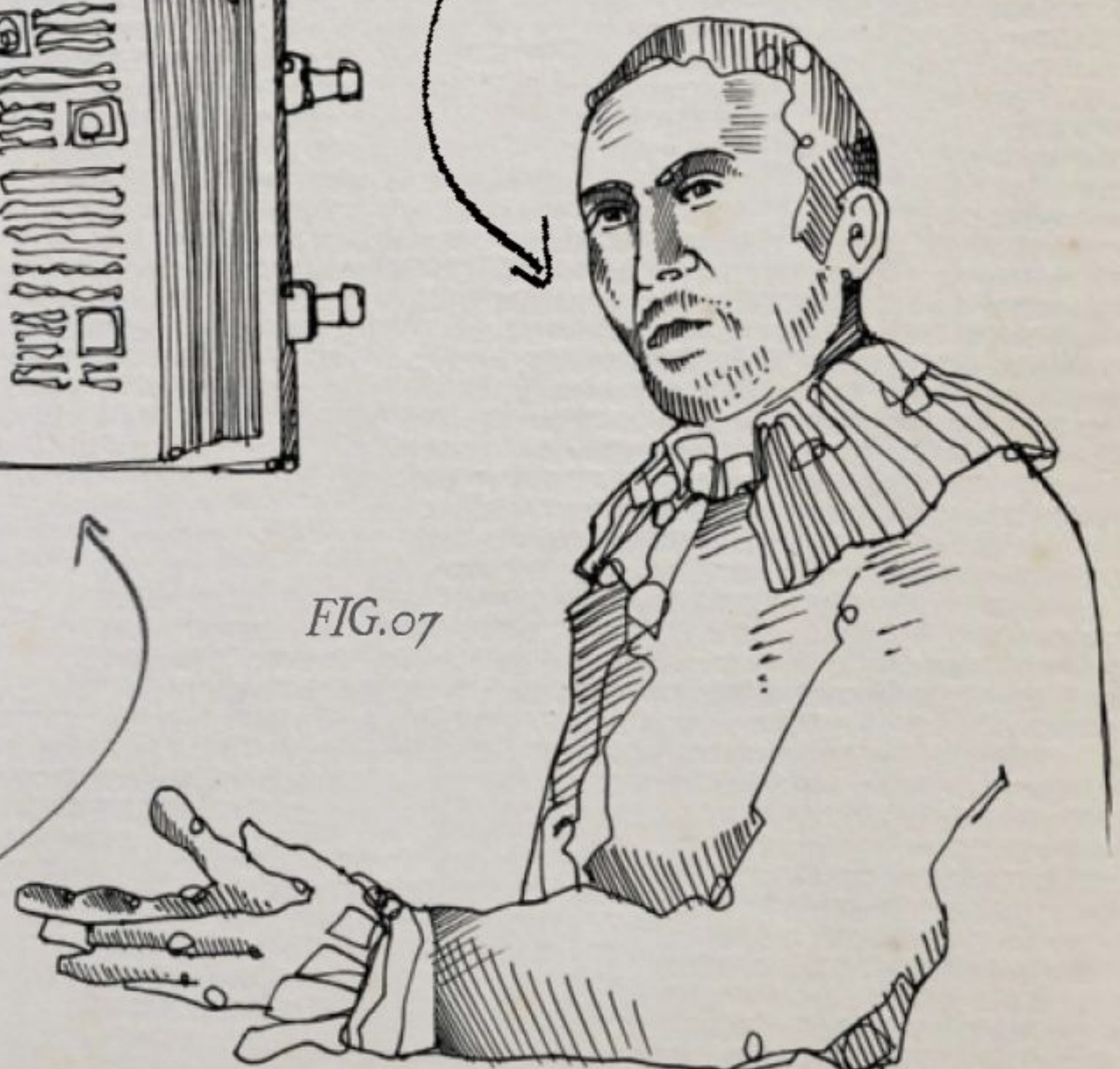
Latin

Martin Luther wrote his 95 Theses in Latin, so if you're going to understand it, get learning. You'll also need your Latin knowledge to translate the Bible into your own tongue.

Public speaking

Now you've brushed up on your Latin, you'd better get in the town square and share those ideas! Very few people are literate during the 16th century, so the latest news and ideas are spread at meetings and gatherings.

FIG.07



Bluffer's Guide USSR, 1960 The U-2 Incident

Timeline

1 MAY 1960



An American U-2 spy plane being flown by CIA pilot Captain Francis Gary Powers is shot down by a Soviet surface-to-air missile. It crashes near the Ural Mountains.

5 MAY 1960



A statement released by NASA indicates that a weather research plane has gone missing; the USSR admits shooting down a plane over its territory.

7 MAY 1960



After the US authorities continue the cover story, Khrushchev reveals that the pilot has been captured and the wreckage recovered.

11 MAY 1960



American President Eisenhower admits that spy planes have flown over the USSR but refuses to issue an apology, insisting that they are defensive flights.

Did you know?

One missile launched at the U-2 accidentally shot down a Soviet fighter that had not had its transponder updated with new codes



What was it?

On 1 May 1960, Soviet air defences spotted an unidentified aircraft in their airspace at extreme altitude - 70,000 feet up. The intruder was shot down near the Ural Mountains. NASA claimed it was a weather research plane, suggesting that a problem with the oxygen equipment rendered the pilot unconscious over Turkey with the autopilot engaged, but the aircraft was actually an American U-2 spy plane tasked with taking reconnaissance photographs of military targets. However, the USA was unaware that the pilot, Gary Powers, had been captured and that the plane was largely intact. When the Soviets announced they had interrogated Powers and released photographs of the plane, the cover story was blown. On 11 May, President Eisenhower admitted that there was a programme of spy flights over the USSR carried out under orders from the White House.



What were the consequences?

The diplomatic fallout from the U-2 Incident soured relations between the USA and USSR, bringing to an end a period of peaceful coexistence and ending any hopes that the Cold War might be brought to a close through dialogue. The crisis erupted just before a summit in Paris during which both sides were due to discuss disarmament, but Eisenhower refused to apologise, insisting that the flights were necessary and pushing for an "open skies" agreement. In response, Soviet premier Nikita Khrushchev walked out of the summit after only one day and withdrew an invitation to Eisenhower to visit the USSR. Tensions increased, with both sides acting more aggressively. Over the next two years, the USSR authorised the building of the Berlin Wall and the placement of



Khrushchev is shown some of the wreckage from the shot-down spy plane

missiles on Cuba, while the USA attempted a failed invasion of Cuba at the Bay of Pigs. The Cold War had become a lot more dangerous.



Who was involved?



Gary Powers

1929-77

Recruited by the CIA, the U-2 pilot was released by the Soviets after two years in a prisoner exchange.



Dwight Eisenhower

1890-1969

The US president personally approved U-2 spy flights over the USSR and was party to the cover story.



Nikita Khrushchev

1894-1971

The Soviet leader had to appease hardliners in his regime and abandon attempts to reach out to the US.

16 MAY 1960



Khrushchev walks out of the Paris summit after just one day, blaming US provocation and ending any hopes of reconciliation between the nations.


10 FEBRUARY 1962



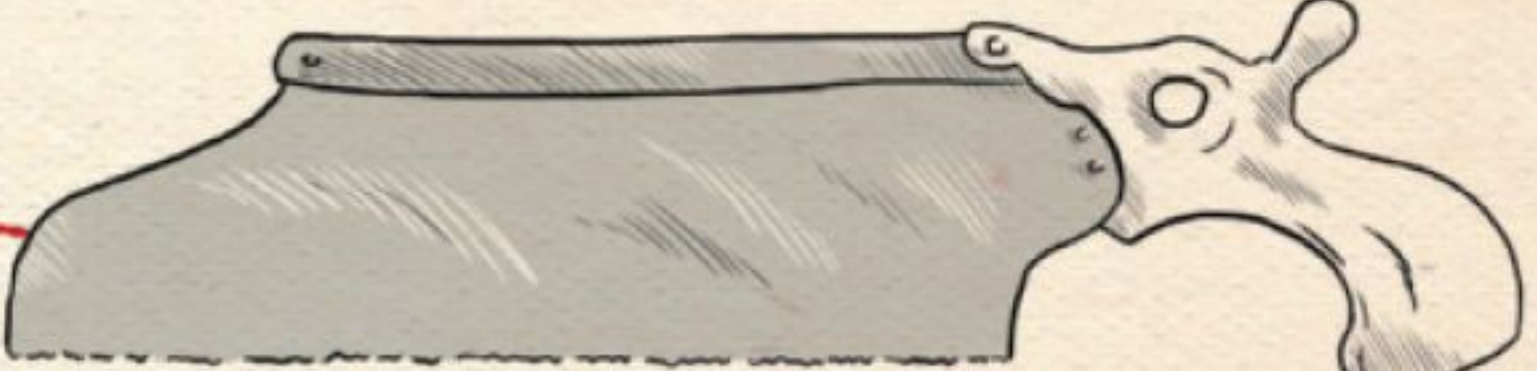

Captain Powers is released in Berlin in a prisoner exchange. A captured Soviet spy, Rudolf Abel, is released in return by the USA.

ALL ABOUT HISTORY'S


EMPORIUM



OF



MARVELLOUS



Victorian Medicine

Brace yourselves as we delve into the dangerous world
of deadly diseases and even deadlier treatments.
The doctor will see you now

• Written by Jodie Tyley •



Florence Nightingale was a leading figure in improving battlefield medical practices

Ask any Victorian doctor and he will tell you, the best way to fend off an illness is to take a healthy dose of mercury, arsenic or wine mixed with Class-A drugs. In the 1800s, the remedies have the same outcome as most of the diseases: an early grave.

Death was so common that many people were buried by the time they were 20. Mortality rates were particularly high in the cities, where the Industrial Revolution and the invention of the steam engine saw factories spring up all over London. People packed their bags and left the countryside in search of opportunity. What they found was a desperate need for more housing.

Many were forced to live in cramped conditions, close to filthy rivers and smoke-belching factories. This led medical practitioners to believe that a lungful of sea air would cure most maladies, along with laxatives, bleeding and then - with the advent of electricity - new and unsettling treatments were born. This bred a fear of science among the general populace and helped inspired Mary Shelley's Gothic tale *Frankenstein*. The horrors didn't end there.

Surgeons needed bodies in order to understand the human anatomy, but executed criminals were the only legal source of cadavers. When these became scarce, the body snatchers moved in, robbing the graves of the recently deceased. New depths of depravity were reached when Edinburgh 'resurrectionists' known as Burke and Hare began killing the living to sell the bodies. They murdered at least 16 people before being brought to justice.

Much of medicine was down to guesswork, and students underwent very little training. Even barbers would pull teeth and practice bloodletting. This gruesome side venture is said to be represented by the traditional barber pole - red for blood, white for bandages. But for every quack cure, there was a scientific breakthrough that would help the progression of diagnosis and cure. By the end of the century there were microscopes, anaesthesia and the X-ray, ushering in a new era of medicine - one that couldn't come soon enough.



These surgical instruments were used by a doctor in the Crimean War and includes tourniquets and a bone saw



Victorian England was home to many unusual quack cures

Victorian hospital wards were crowded and disease ridden



HIDDEN HORRORS OF LONDON

Visit the capital of cholera and try the special sewage water. It's to die for

"What are those papers floating down the river?" asked Queen Victoria during a visit to the city of Cambridge. The grim reality was that raw sewage flowed into the water and it was actually some used lavatory paper that had caught her eye. "Those, ma'am, are notices that bathing is forbidden," came the quick-witted reply.

In those days, the only sewerage systems were the rivers and streams that would carry the contents of chamber pots, debris and the occasional corpse into the sea. The system had worked for a while, but London was no longer the tiny Roman settlement that it once was. It was now a sprawling metropolitan city, bristling with industry and buckling under an ever-growing population that relied upon water pumped from the River Thames as its source for drinking, washing and cooking.

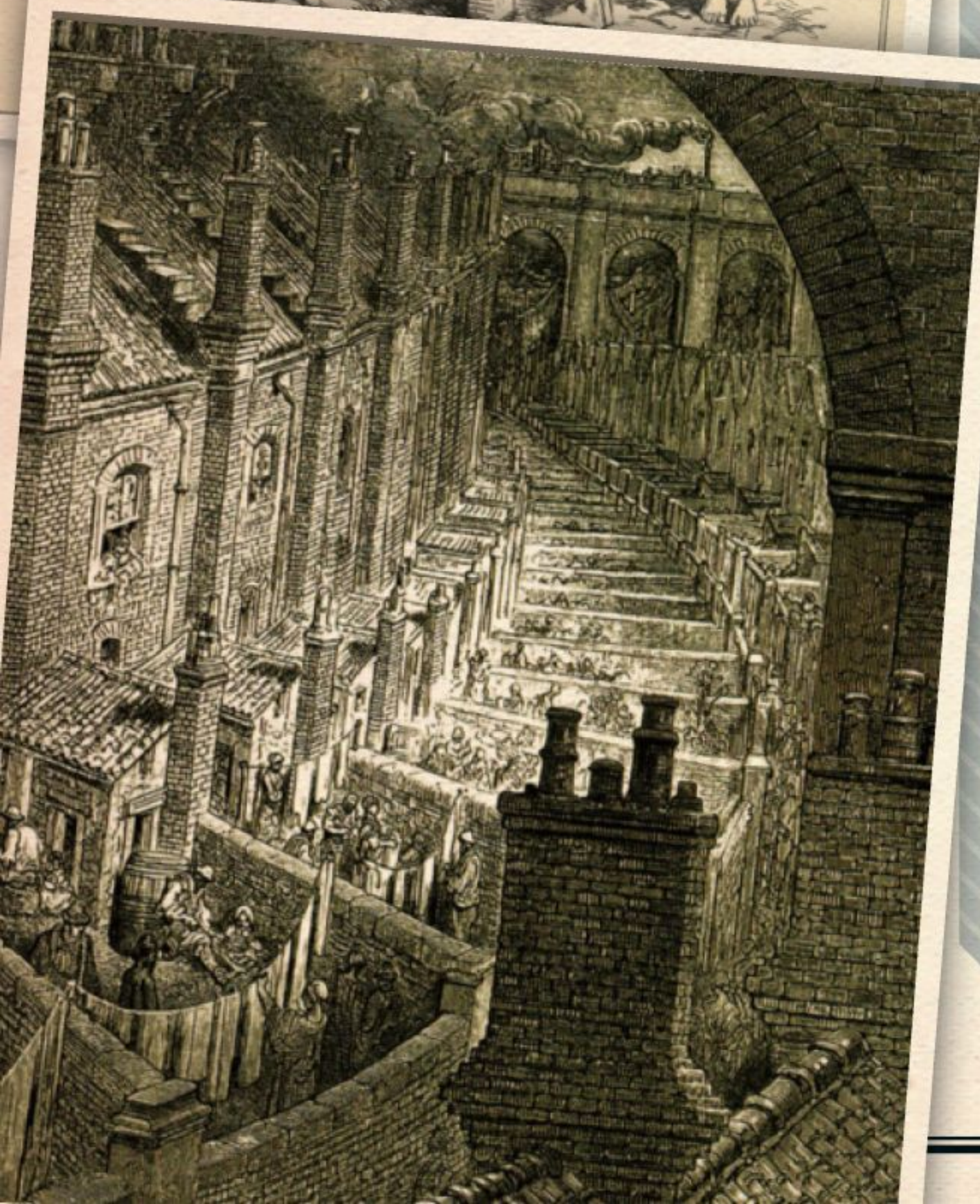
Disease was inevitable, and a severe outbreak of cholera claimed the lives of more than 14,600

in 1849. Victims were beset by retching, diarrhoea and excruciating cramps and would die within hours. Many thought the disease was transmitted through bad air, called miasma, and tried to ward it off with smelling salts. It was a truly frightening time, inspiring some of the first investigations into living conditions and spurring on the development of public health.

But physician Dr John Snow had his own theories about how cholera spread. He was busy researching the relationship between water supply and deaths when the disease returned to London in 1854, and he noticed how this time it seemed to centre around one water pump in Soho's Broad Street. The only people spared were the men working in the local brewery, simply because they drank the beer, not water! Snow managed to convince town officials to take the handle off the contaminated pump and, sure enough, the disease began to dry up.

Despite this, the Board of Health refused to take any further action. They didn't believe the sewage could leak into the water pumps, even though 400,000 tons of stinking mess were released into the River Thames every day. The volume was overwhelming, and in 1858, a particularly hot summer brought the city to a standstill in what was called the Great Stink. This time, action was unavoidable, and the MPs met in the Houses of Parliament to discuss a plan. Not before the curtains were doused in chloride of lime, however, to keep them from choking.

A programme of sewer building was ordered and this, ultimately, banished cholera for good. The disease would return one last time, but only in an area that had not yet been connected to the new sewers. The Public Health Act in 1875 established a state system of medicine that oversaw housing, water supply and sewage and drainage, helping to prevent contagious diseases and future outbreaks.



Embarrassing Victorian bodies

Dr Crippin tackles your queasy questions and miserable maladies

Please Sir,
I have bin up all nite with the most awful aches, pains an I got such a horrid cold sweat that won stop. I daren't not turn up for work tomorra, but I needs to sweep the chimneys, or else the master swares he will light a fire right unnerneath me!
John, aged 7

You are suffering from typhus, and I know just the thing to cure you: blistering. It's the latest medical technique - simply scald the skin with hot pokers in order to burn away the illness. With your profession, however, you will soon choke and suffocate from inhaling chimney dust anyway, so perhaps your best bet is to pray twice daily.

Dear Dr Crippin,
During a delightful afternoon tea, one started to cough and perspire in a quite unladylike manner, sending frightful lumps of scone flying all over the tablecloth. My companions were terribly vexed and I fear I shall never be invited back again. Now one is sporting the most unbecoming rash! How much longer must this gross humiliation be tolerated?
Anonymous and Concerned Society Lady

My dear lady, you have a case of the measles and must sweat the poisons from your body at once. Wrap yourself in blankets and when you're saturated with perspiration, ask a servant to douse your body in cold water and massage the skin. Most importantly, send a note of apology to your hostess.

Dearest Dr C,
I awoke last night to my husband staggering through our front door, then holding an incomprehensible conversation with our grandfather clock. He then fell to the floor, asleep on the spot, and has been horizontal for 24 hours. He reeks of the foulest substances and I fear the opium den is to blame. What should I do?
Middle_Classy_1841

When someone has passed out from too much drinking - or smoking - you must pour vinegar down their throat and rub it on their temples. Then prepare a drink of Peppermint Water (iron sulphate, magnesia, peppermint water and nutmeg), or warm milk mixed with ashes from the fireplace. Your poor husband will be smoking a pipe and reprimanding the servants in no time!

Dr,
I'm a sailor back on shore leave from Her Majesty's navy, where we was living off a diet of salted beef and old stale biscuits for months on end. Just between us, my bowels haven't dropped anchor in weeks an' me shipmates reckon I've been cursed. What can you suggest to get the wind back in me sails?
Yours,
Bunged-up Billy Wantloose

If your body's natural 'flow' is in choppy waters, you can take a simple blue pill, containing a large dose of the poisonous - I mean purifying - ingredient mercury. Did you know that the American President Abraham Lincoln used the very same medication? Wash it down with black draught, which will remove any obstructions and ease evacuation. You'll find an exceedingly good recipe in Mrs Beeton's Book Of Household Management.

QUACK CURES

If the symptoms didn't kill you, the treatment might

In Victorian times, it was possible to stroll into a chemist and buy cocaine, morphine and even arsenic over the counter. In fact, people were practically shoved through the door by the pushy adverts that claimed they worked miracles. There were no regulations at the time, and Class-A substances were cheap. No one tested whether they stood up to their claims, and if people became addicted to the so-called magical ingredients, then that was excellent news for business.



Morphine Soothing Syrup

You'll never climb the social ladder with a teething toddler in tow! Halt their suffering with a spoonful of Soothing Syrup. Morphine will soften the gums and ease them into a deep slumber. Also relieves wind and regulates the bowels.



Heroin Cough Elixir

Cease that hacking and gagging at once with the herbal cough killer that's chemist recommended. Unlike morphine, heroin is not addictive* and will leave you in curiously good spirits for the rest of the day.

**Actually four times stronger than morphine*



French Tonic Wine

Liver disease getting you down? This spectacular tonic from Bordeaux has two key ingredients for getting you back on your feet: alcohol and cocaine.

The all-natural remedy will transform you into the picture of health. Drink daily to strengthen your body and mind.



Cocaine Toothache Drops

If your cavities are causing you grief, a trip to the dentist will lead to extraction, infection and probably death. Put a smile back on your face with this spectacular cure, giving you instant pain relief. It tastes delicious and is suitable for all ages.



Leeches

Banish bad blood and impurities with your friend the leech. All that's needed is one small incision and the little sucker will do the rest. When it's well fed, it will drop off, leaving you disease free.

Side effects may include fainting, bleeding for days and breathing difficulties.





London's Bethlehem Hospital, better known as Bedlam, was England's first hospital for the mentally ill, founded in 1247

INSIDE THE INSANE ASYLUM

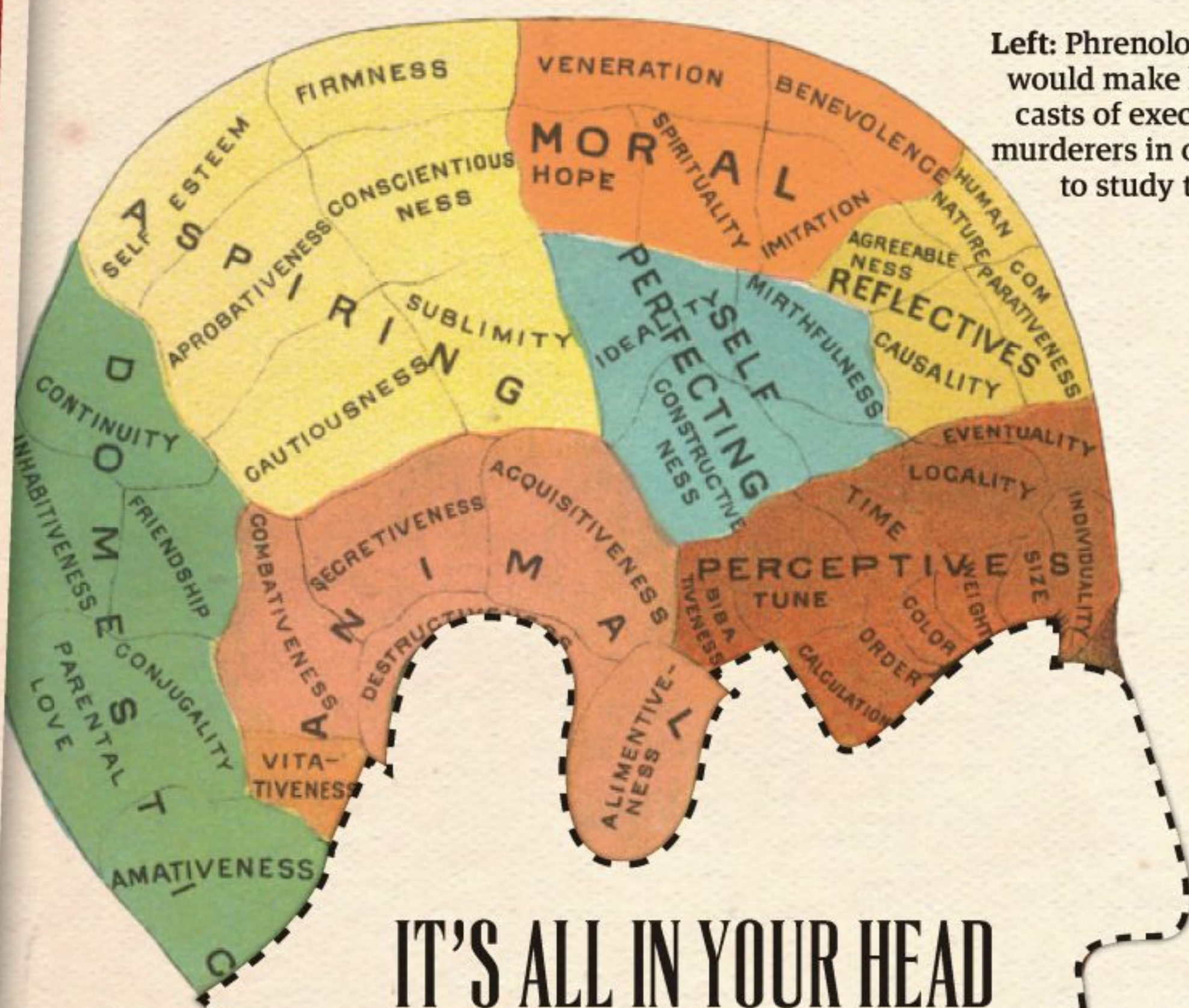
Shackled and sedated, these so-called safe havens were truly terrifying

In the early days of Queen Victoria's reign, it was pretty easy to get rid of inconvenient people. Wealthy families eager to get grandmother out from under their feet could admit her to any one of the private madhouses dotted around the country. They would pay the doctor to write a certificate of lunacy and thugs would come to abduct her. It was a profitable business so there was no incentive to release patients or help them.

As a result, straightjackets and sedatives were prescribed to completely sane people, but these scandals paled in comparison to the filth and neglect of public asylums. It wasn't until the government enforced regulations in 1845

that the system was marginally improved, with doctors having no affiliation with the asylums that they committed people to. Despite this, patients were still subjected to overcrowded wards and treated as guinea pigs for new and frightening medical procedures.

One of these, the lobotomy, involved severing part of the brain tissue. It was believed that this separated the emotional centre from the intellectual part. Clearly, the mind was still a mystery to Victorian medical professionals and they would record the incident that led to the patient's incarceration as the cause of illness. Looking back at what they considered to be mental illness seems morally insane today.



Left: Phrenologists would make head casts of executed murderers in order to study them

IT'S ALL IN YOUR HEAD

Victorians thought you could tell everything about a person by the shape of their skull

Phrenology was the belief that the shape of someone's head could reveal their character traits. It was thought that the brain was made up of many organs, and that the skull mirrored their functions. By feeling the bumps on their noggins, phrenologists claimed to know people's strengths and weaknesses, their moral and religious beliefs, and more. People would queue up to have their heads read for guidance in life and love. Even the great inventor Thomas Edison said: "I never knew I had an inventive talent until phrenology told me so. I was a stranger to myself until then."

BY REASON OF INSANITY

Four ways you could be locked up in the madhouse

Talking back

Women's suffrage was still a century away, and any woman who dared to refuse a life of domesticity could be declared insane by their husband or father and shipped to the madhouse.

Depression

Those grappling with post-natal depression were treated with electroconvulsive therapy - passing a current through the brain and inducing an epileptic fit.

Hysteria

Physicians considered women the weaker sex and more susceptible to nervous breakdowns. This was the main reason asylums often had far more female patients.

Spinsters

Women who did not choose to live the conventional Victorian lifestyle were considered a threat to society. Without male interaction, they were classed as mentally ill.



ON THE OPERATING TABLE

Experience the nightmare of a typical surgical procedure

A gentleman lies on the wooden operating table, feeling the throbbing of his broken leg and the weight of 100 stares. The viewing gallery is filled with medical students, anticipating the arrival of the surgeon and a performance everyone will remember. A door opens and men dressed in blood-encrusted aprons troop through. Two of them - called dressers - grip the man's shoulders and one of them warns: "If you should jerk, or even stir, you will do it at the hazard of your life."

The surgeon plucks his favourite ebony-handled knife from a case of torturous looking implements and shouts: "Time me, gentlemen!" With a flash of blade and flesh, he tosses the leg aside in less than 60 seconds. Applause mingles with the screams of the fully conscious patient. With anaesthetic yet to be invented, it's crucial that the procedures are carried out as swiftly as possible. For this reason, operations were restricted to amputations and any limb with a fracture that pierced the skin would have to be removed.

Sir Robert Liston was one of the finest surgeons of his day - only one in ten patients died on his table. He worked so quickly that, according to urban legend, he once sliced off a man's testicles along with his leg by mistake. Liston, however, made the history books not for his ballsy approach, but for trialling anaesthetic in the UK for the first time. An American dentist had invented a curious mixture of alcohol and sulphuric acid to knock out his patients, and Liston was to do the same. With no struggle, the operation took just 25 seconds and when the patient awoke, he reportedly asked when it was going to begin. It was the start of the development of anaesthetics, and the dawn of modern surgery.

Soundproofing the screams

In Saint Thomas's Hospital in London, operations used to be carried out on the ward until the blood-curdling screams from patients became problematic. Hence, the operating theatre was built in the rafters of the church next door, which offered better soundproofing.

A captive audience

According to law, apprentice apothecaries had to attend public hospitals, so operations were observed by more than 100 medical students in the stands. They watched anxiously, timing how long the amputations took and peering through binoculars for a better view.

In this photo of an operating theatre taken circa 1853, the patient is put to sleep using ether

Soaking up the atmosphere

Patients would lie on a wooden table, but comfort was the least of their worries. Grooves in the surface helped to trap the blood, and amputated limbs and gore was dumped into boxes of sawdust under the table. Incidentally, there were separate operating theatres for men and for women.



Got a light?

With no electrical lighting, theatres depended on natural light and gas lamps to see what they were doing. When ether - a form of anaesthetic - infiltrated theatres in the early 1840s, surgeons had to be extremely careful - it was a highly flammable substance.

Showman or butcher?

Before surgery, the gentleman would don his blood-splattered frock coat, which he was rather proud of. Surgeons were referred to as mister - not doctor - as they were not seen to be on equal footing. While a doctor diagnosed problems, a surgeon - for all their good intentions - caused pain and suffering.

Pray for pain relief

Before 1846, there were no anaesthetics so surgeons had to be quick. They could perform an amputation in less than a minute and several men would have to pin the patient down. All that was offered to them was a glug of whisky and a prayer, if they were lucky.

Risk of infection

The Victorians didn't know about germs, so most surgeons didn't wash their hands before operating, let alone their surgical instruments. It was no surprise that 25 per cent of patients died from infection and it was no coincidence that some theatres were built next to morgues.



Nightingale was nicknamed the Lady with the Lamp after making solitary rounds of the sick long after the medical officers had gone to bed

FRONTLINE MEDICINE

How the terrors of the Crimean War and a self-trained nurse propelled medical advances

Even in the 17th century the need to provide aid to wounded and sick soldiers was well understood, but it would be 200 years before technology and science saw the rise of battlefield medicine. Among the most important developments in the mid-19th century was anaesthetic, primarily used for the grisly amputation of limbs in field hospitals. Whereas before a wounded soldier could expect his damaged limb to be hacked away with the surgeon's rusty saw - while he could only look on in excruciating pain and bite down on a rag for respite - with the use of chloroform he would be sent into a senseless sleep for the entire terrible procedure. However, this new medicine did not come without risk. Experimental anaesthetists could easily over-administer their wonder drug and find themselves performing an autopsy on their patient, rather than a life-saving procedure.

This risk carried with it widespread suspicion among the medical community. At the beginning of the Crimean War in 1853, the British Army's Principle Medical Officer, John Hall, wrote that "the smart of the knife is a powerful stimulant,

and it is much better to hear a man bawl lustily than see him sink silently into the grave." Regardless, the practice of using anaesthesia on wounded men increased throughout the war, and with it better practices were learned and publicised in medical journals such as the *Lancet*. In particular, French army medics administered only very light anaesthetics to their patients, accompanied by swift procedures so that the patient would not awake prematurely.

Hygiene standards and practices in military field hospitals were also overhauled during the conflict, most famously by Florence Nightingale. After visiting a field hospital in Scutari, she noted that men were left unattended for weeks, in quarters infested with rats and lice. With only a small number of chamber pots between up to 1,000 patients, disease also spread quickly through the hospital, claiming yet more lives miles from any battlefield. After returning to London, her findings shocked many in the government and the general public, and the desperate need for better organised medical services in the army was recognised.

Medical milestones in the war zone

1847

The Royal Navy adopts anaesthetic

While serving in a Royal Navy hospital in Malta, surgeon Thomas Spencer Wells records administering anaesthetic to 106 patients suffering with varying wounds and ailments - this is the first time that ether is used in the British armed forces.

1853-56

The Crimean War

At the outset of the Crimean War, the British Army suffers terribly from disease and exposure to the harsh Russian weather. Anaesthetic is used widely by French, Turkish, Russian and British armies, though initially the administration of heavy doses often kill patients outright. By the war's end, a much better understanding of the use of chloroform for operations has developed.



1857

Military medical reforms begin

After observing the terrible conditions wounded soldiers experienced on the front line, Florence Nightingale instigates a royal commission to investigate the health of the army and its medical practices. She later founds the Nightingale Training School for nurses. Graduates from the school would go on to be called 'Nightingales'.

1863

First army medical school

Aided by Florence Nightingale, the first permanent military hospital and Army Medical School is established in Hampshire. Here, civilian doctors and nurses are trained to serve in the army, alongside research and development into hygienic medical practices for use on the battlefield.

1881

Army Nursing Service started

The first official military nursing body is organised, and nurses (called Sisters) are dispatched to the front line of the Zulu War (1879) and the Egyptian Campaign (1882). By 1883, every military hospital that has 100 beds or more is staffed by Sisters of the Army Nursing Service.

1897

Typhoid vaccine developed

While working at the Army Medical School, Almroth Wright develops the first vaccination for Typhoid fever, a preventable disease that often killed thousands of soldiers in the period. Though the vaccine is at first resisted by army officials, by the 20th century it is widely administered to serving soldiers.

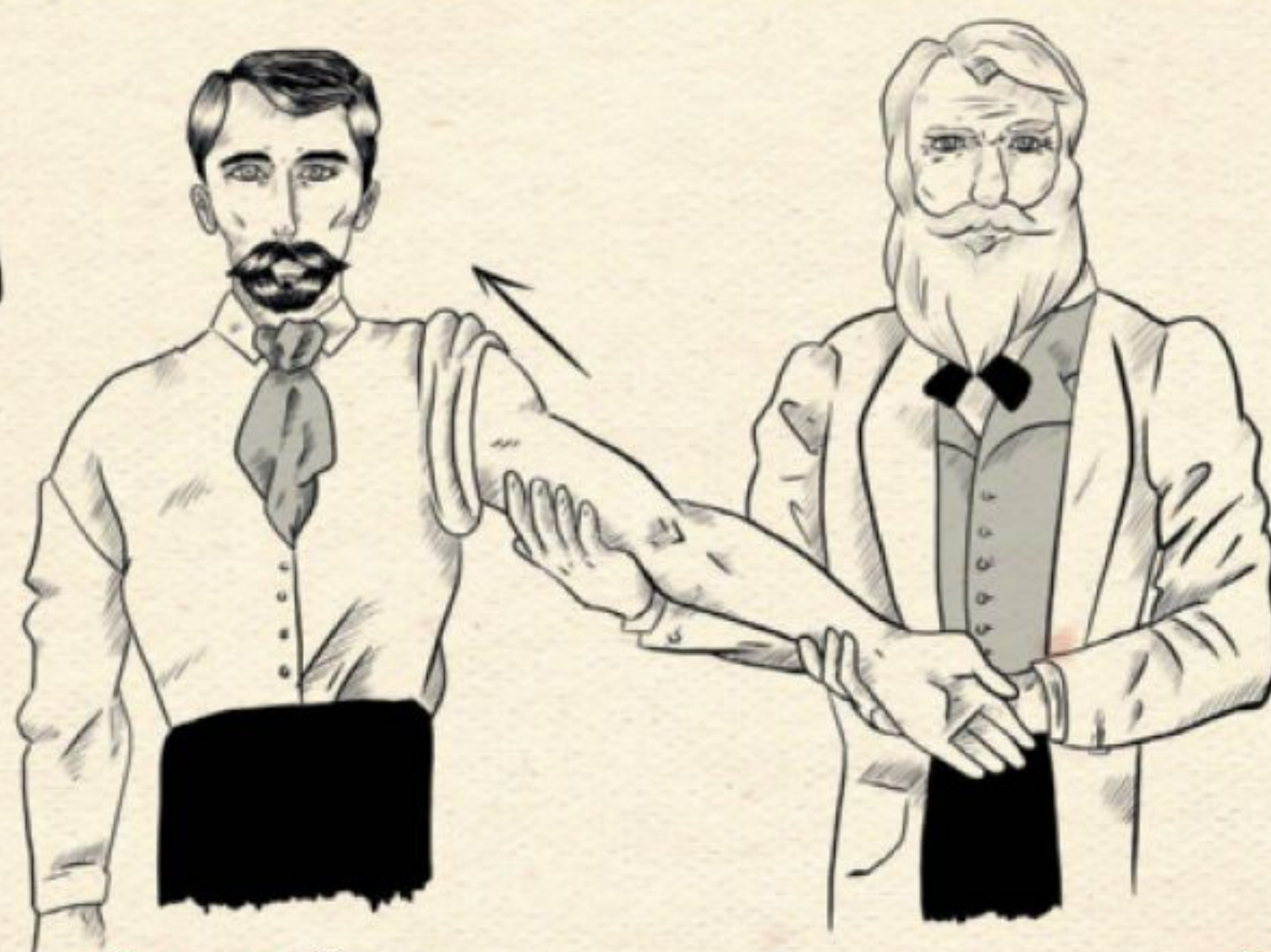
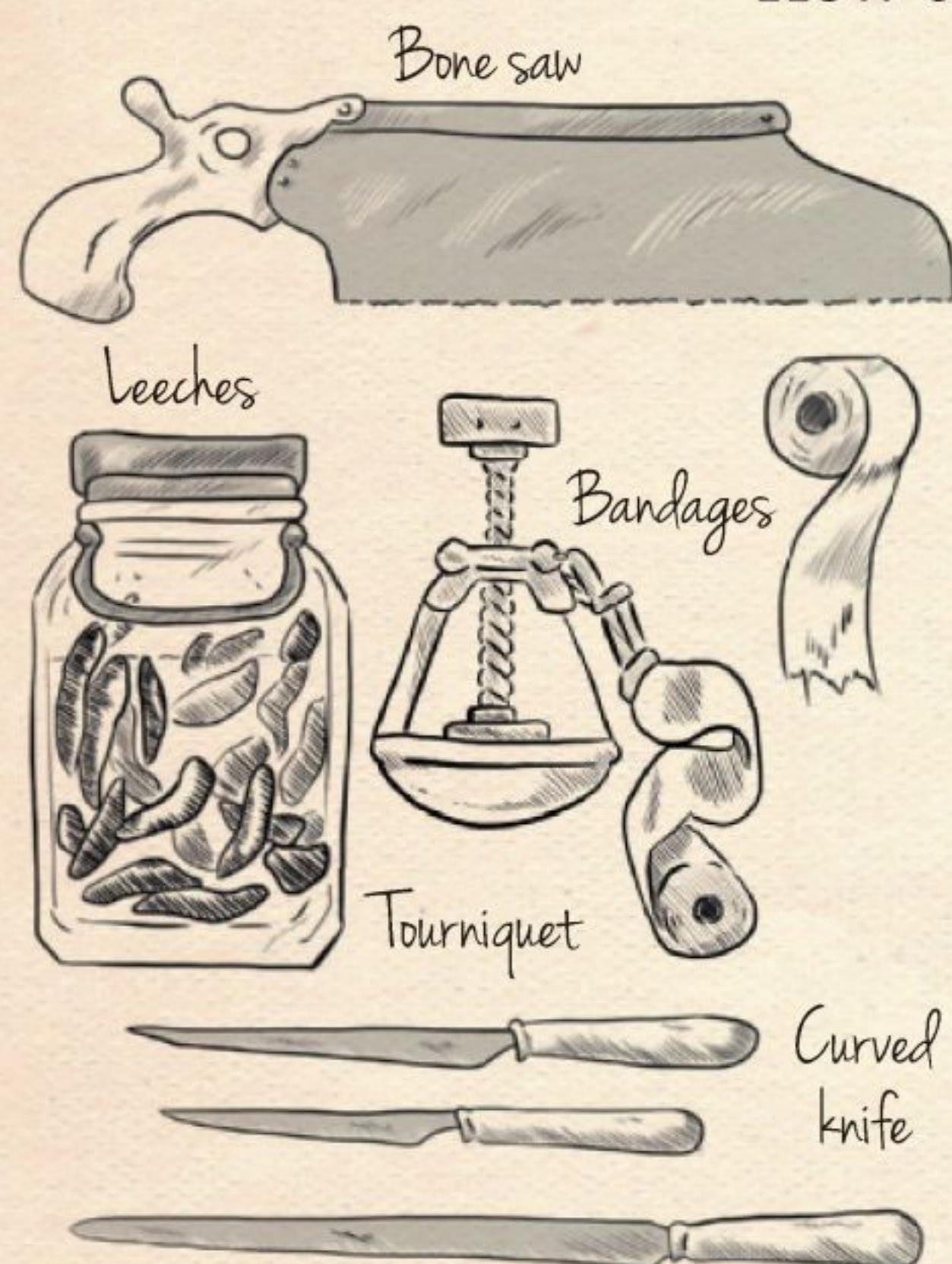
1898

Royal Army Medical Corps founded

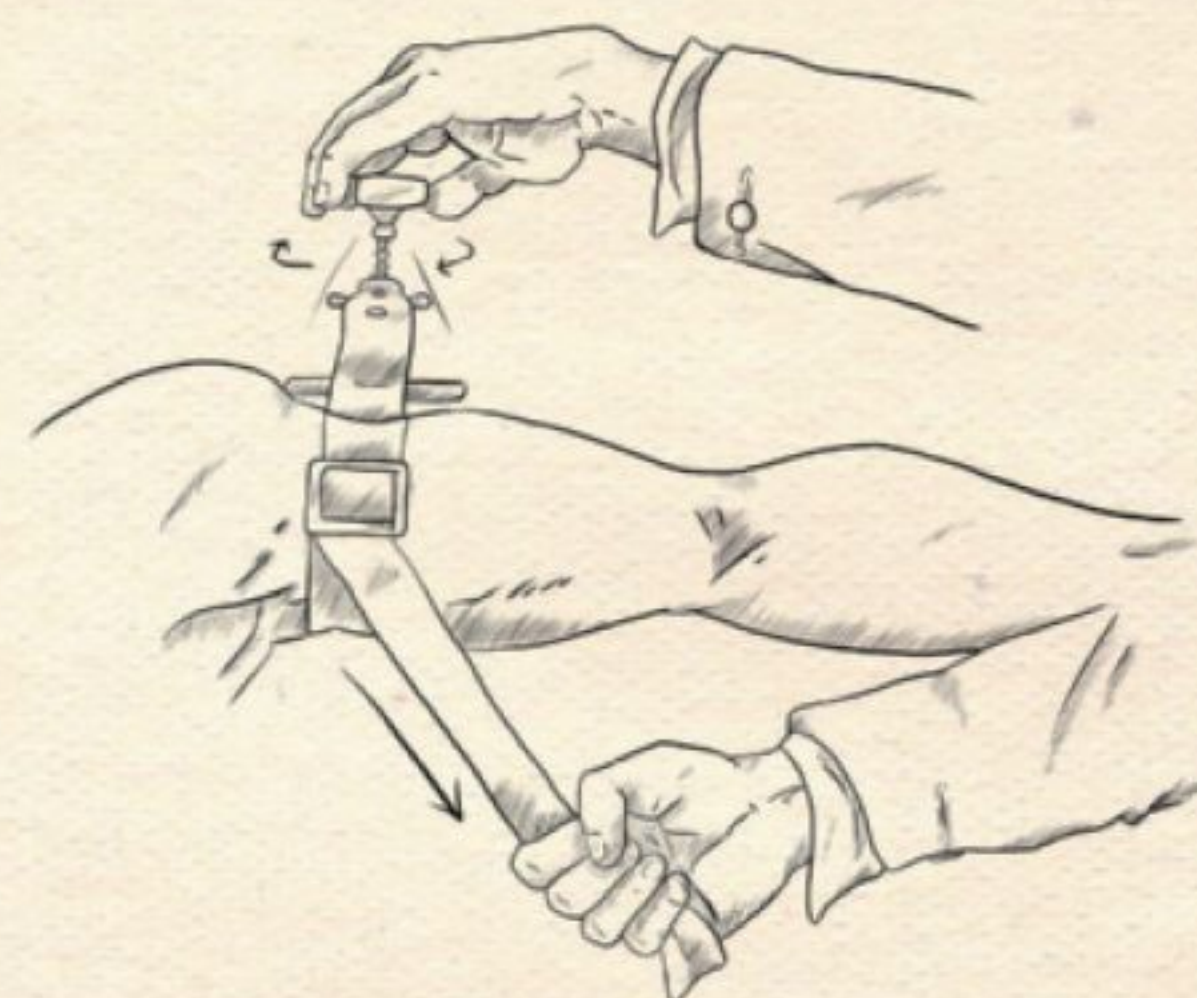
An official medical wing of the British armed forces is created, under which serving medical military personnel are granted the official ranks, pay and privileges of the regular army. The new Royal Army Medical Corps first sees action during the Second Boer War (1899-1902).

BEGINNER'S GUIDE TO AMPUTATION

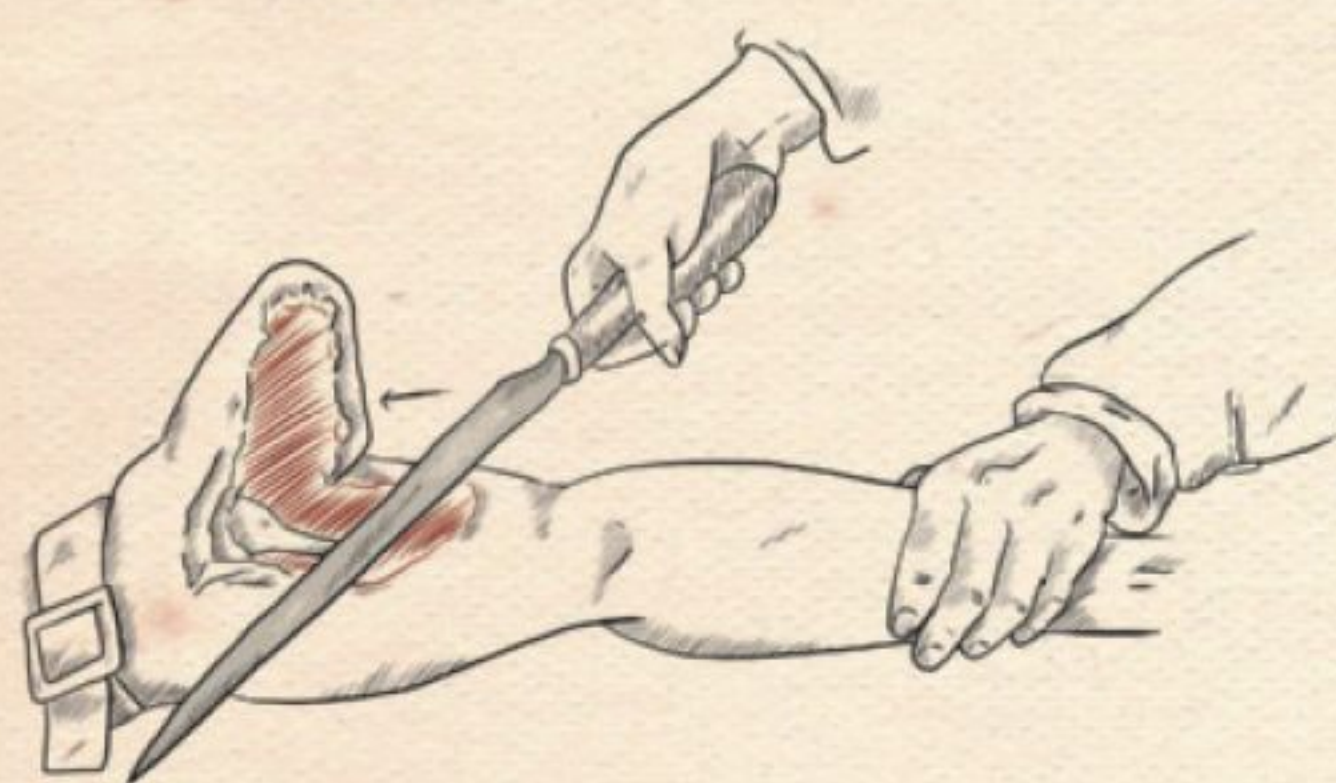
How to remove infected limbs without anaesthetic



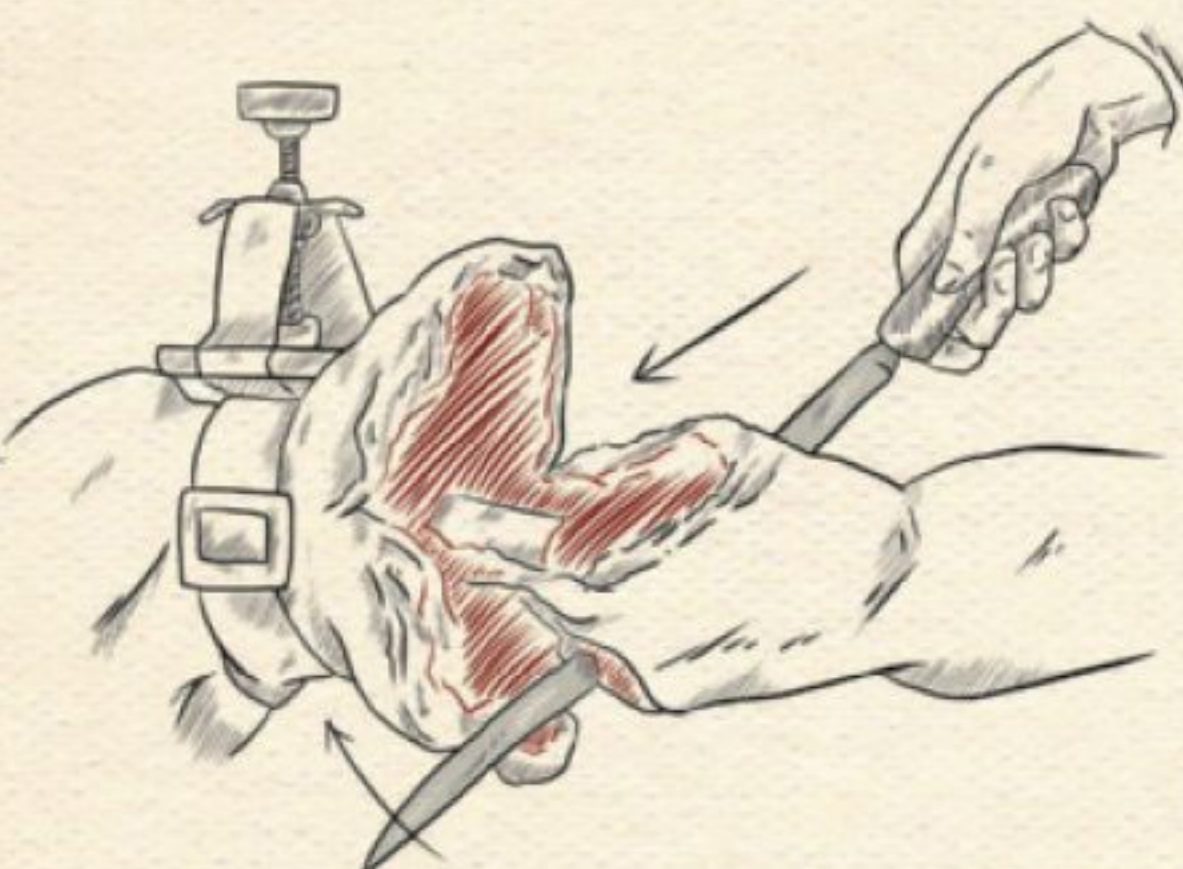
Step 01. Prepare your patient
Remind your patient, who will be awake throughout the procedure, that he must stay perfectly still – even the slightest twitch could cost him his life.



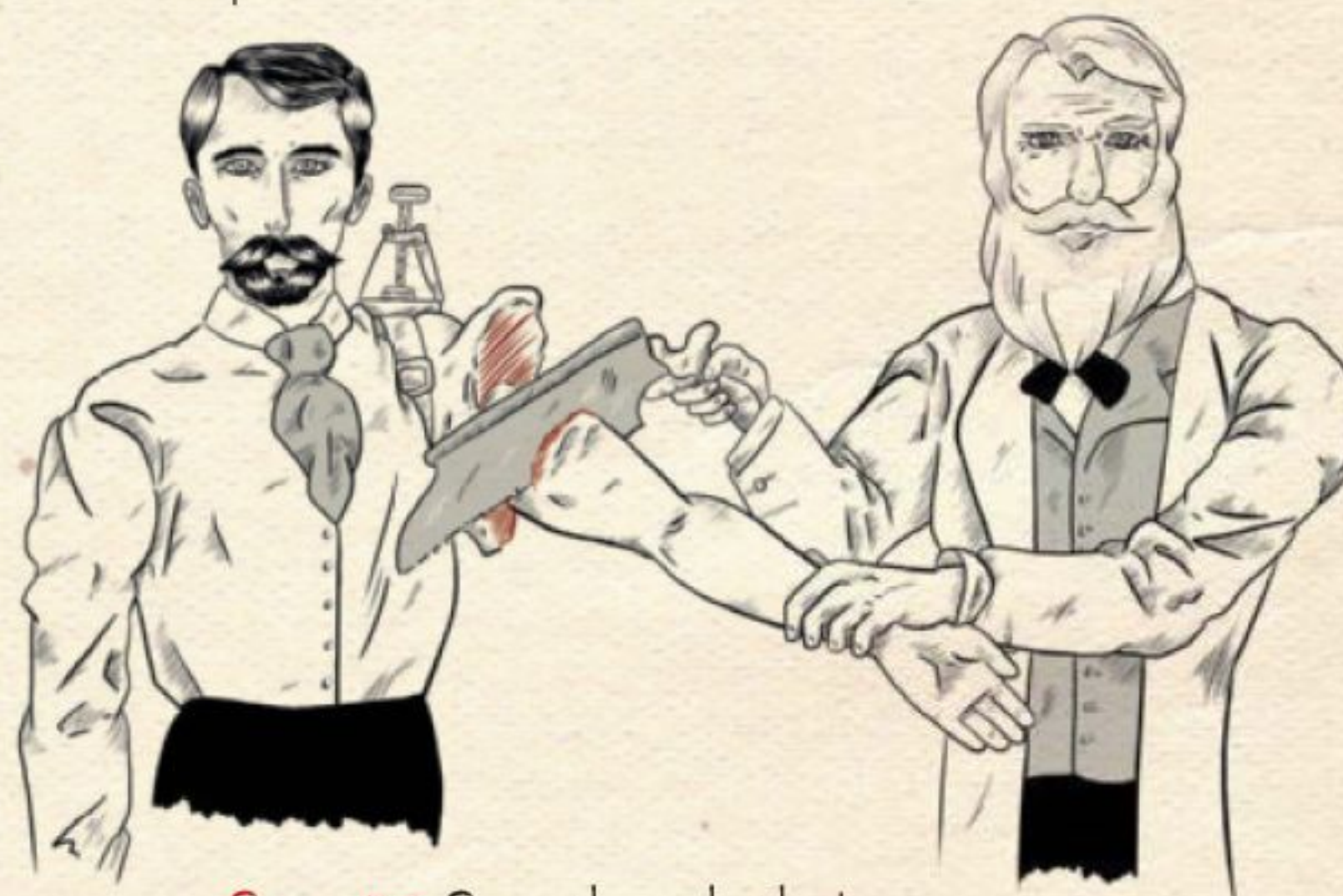
Step 02. Tighten the tourniquet
Wrap the canvas strap around the patient's limb and turn the screw clockwise to tighten the brass plates. This will constrict the blood flow.



Step 03. Slice the flesh
Take the knife with the curved metal blade and make your first incision in a circular motion, slicing through all the flesh and muscle around the bone.



Step 04. Repeat
Repeat on the other side. This is called the 'tour de maître', or the turn of the master, and should be performed as quickly as possible.



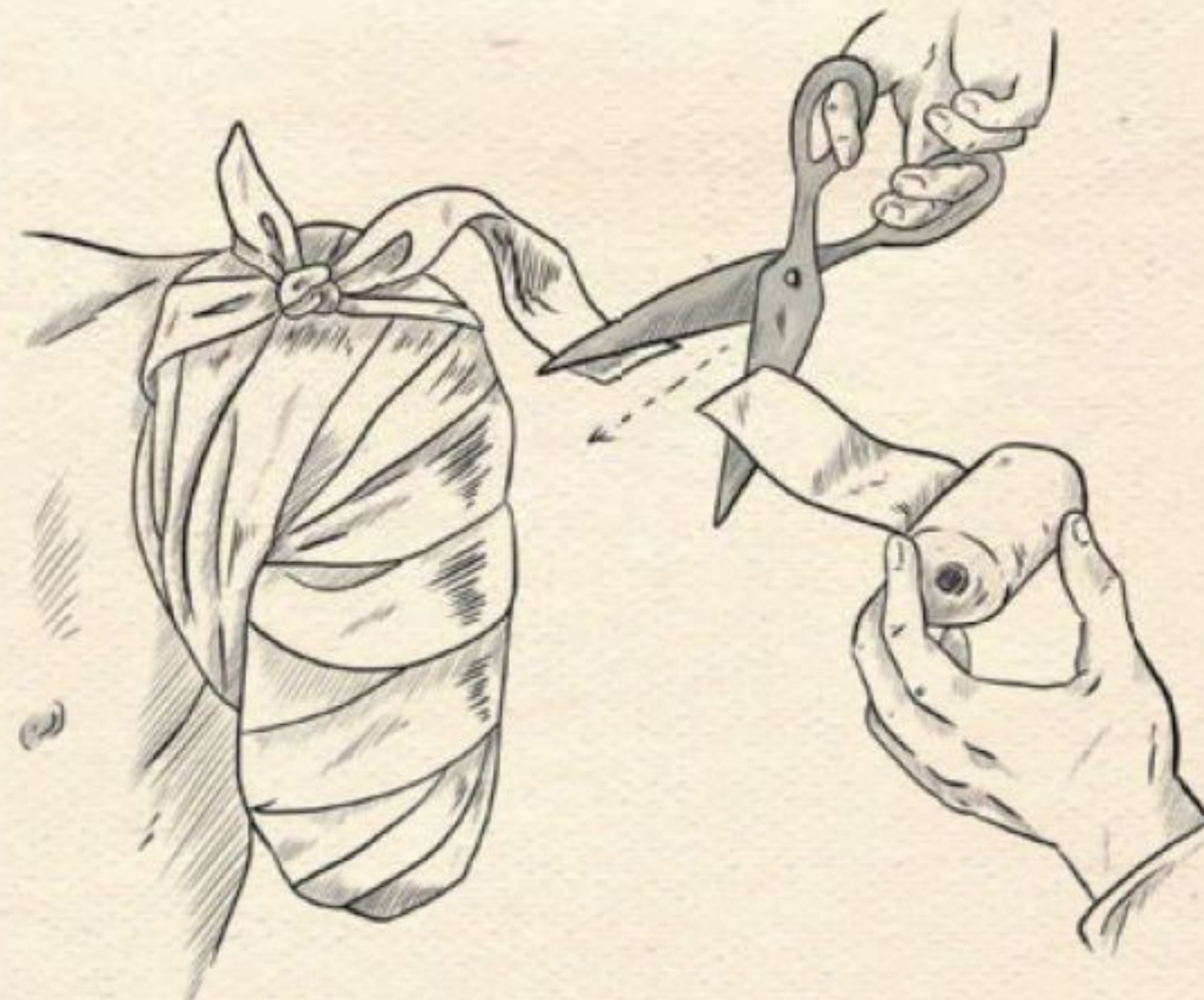
Step 05. Saw through the bone
With the amputation saw, cut back and forth through the bone until the limb is free. Drop it into a bucket filled with sawdust.



Step 06. Stich up
Tie the main artery with a reef knot and repeat on the smaller blood vessels. When the blood has stopped flowing, stitch up the wound.



Step 07. Wrap in bandage
Bandage the stump using circular turns. If not done correctly, you may risk choking the stump and slowing down the healing process.



Step 08. Final touches
Listen to the rapturous applause from the students watching in the wings. Wipe down the table with a rag ready for your next patient.

THE LAST DAYS OF POMPEII

The city that once stood as a bastion of Roman life and culture was savaged by one of the most apocalyptic natural disasters ever witnessed on Earth. This is the story of its dramatic destruction

Written by Rob Jones

The darkness that surrounded him was blacker and denser than any night. It smothered like a blanket, choking the sights and the sounds from the air. He had fought it for the people's sake, for her sake, but despite his show of courage to Pomponianus and the others, he knew he couldn't bear it much longer. The sea, his only means of escape from that desolate place of dust and death, remained violent and dangerous, and pinned him to the shoreline mercilessly. The fires grew fiercer, the falling rock heavier and his strength began to fail him. When he closed his eyes, he could still see the flames.

JEWEL OF CAMPANIA

Before the eruption of Mount Vesuvius in 79 CE, Pompeii had long been an important and prosperous settlement. Originally founded by the Oscan peoples of central Italy around the 6th century BCE, it quickly became a crucial economic and cultural hub, with its position between Cumae, Nola and Stabiae placing it at the centre of human activities. The settlement also developed a large and bustling port, with the entire Bay of Naples - as well as destinations further afield - serviced through it. Pompeii was economically and culturally at the centre of Roman life, helping at first to formulate pre-Roman culture and then develop the Roman society that can still be seen in the ruins today.

Although Pompeii is best known for how it met its grisly and spectacular end, it was, for centuries,

very much a city teeming with culture and life. This picture of Pompeii as a city is still being pieced together. However, thanks to the diligent work of academics and archaeologists from all around the world, today we are developing a snapshot of what life was like in the city. From a basic point of view, Pompeii boasted almost everything a Roman would expect from a major settlement. Markets, bars, temples, theatres, parks, bath houses, swimming pools, race tracks, vineyards, administrative buildings, blacksmiths, bakeries, eateries, libraries, schools, armourers, villas and more were all present and, in most cases, in large number.

Indeed, thanks to excavation work carried out in the city, we know that it sported about 200 bars, for example. Equally, three major bath houses have been unearthed and numerous inscriptions have been found in market halls and other buildings indicating what was sold, bought or exchanged within them. From trading companies to laundries, winemakers to hotels, Pompeii was a city of activity and energy that was run from a grand Forum and watched over by the gods of numerous high-profile temples.

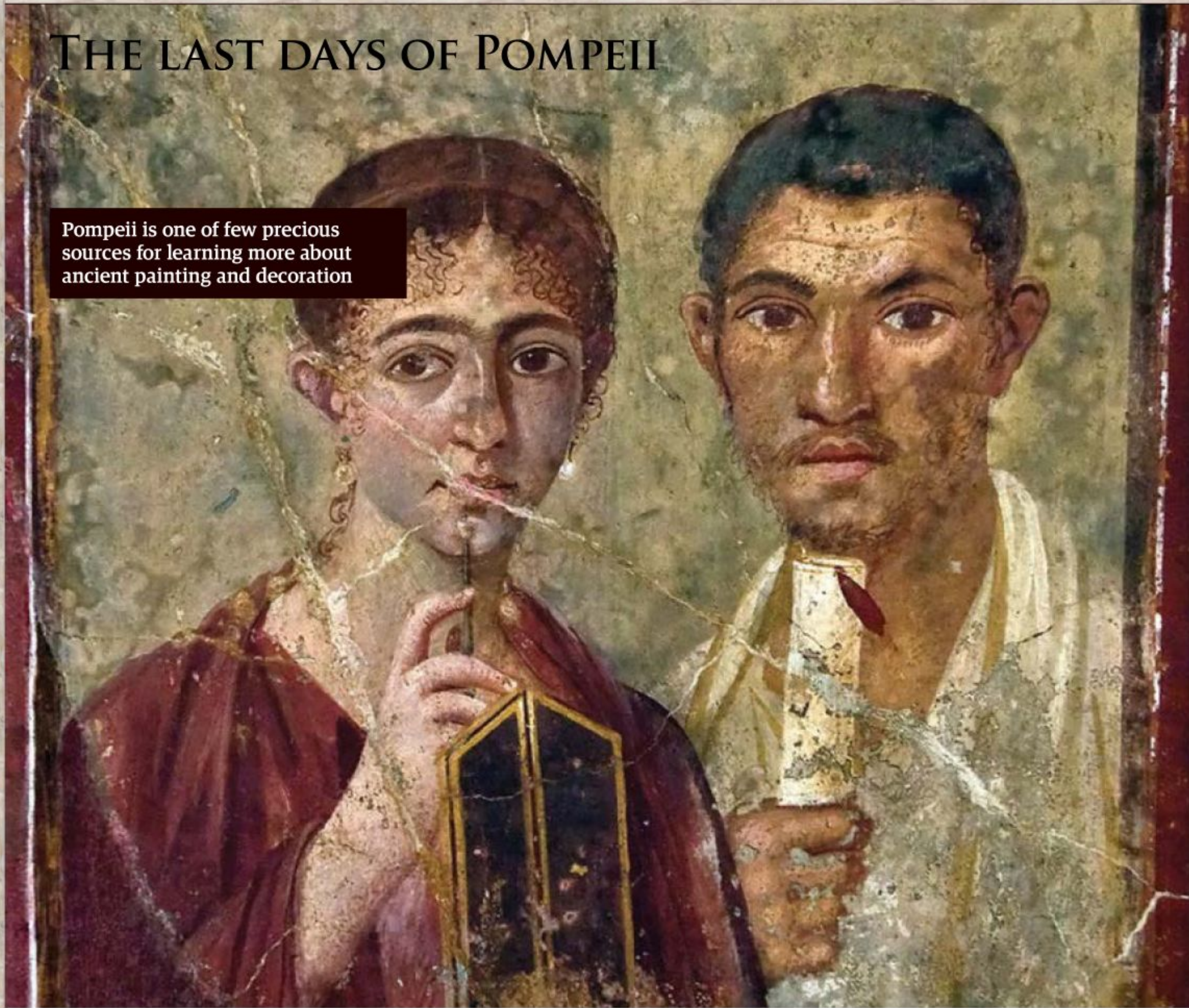
The rural areas surrounding the city were also teeming with life and activity. The terrain before the eruption was incredibly fertile, and numerous farmsteads produced vast quantities of agricultural staples such as barley and wheat, as well as olives and more. The city's incredibly prosperous port at the mouth of the Sarno River was also home

THE LAST DAYS OF POMPEII



THE LAST DAYS OF POMPEII

Pompeii is one of few precious sources for learning more about ancient painting and decoration



The lava stone mills and wood-burning oven identify this premises as a bakery



COUNTDOWN TO ARMAGEDDON

24 August, 79 CE

For more than 24 hours Vesuvius brought the apocalypse to Pompeii, engulfing the city in flame, ash and lightning

8am

Following more than a week of ground tremors, which were overlooked due to their frequency in Campania, a night of extremely violent shocks occurs that culminates at 8am. Many household items and furniture are found overturned.

1pm

After a morning of eerie calm, Mount Vesuvius erupts with incredible force, throwing out a cloud of volcanic material that spreads out around the mountain and rises 14 kilometres into the sky. It begins depositing ash over the city.

3pm

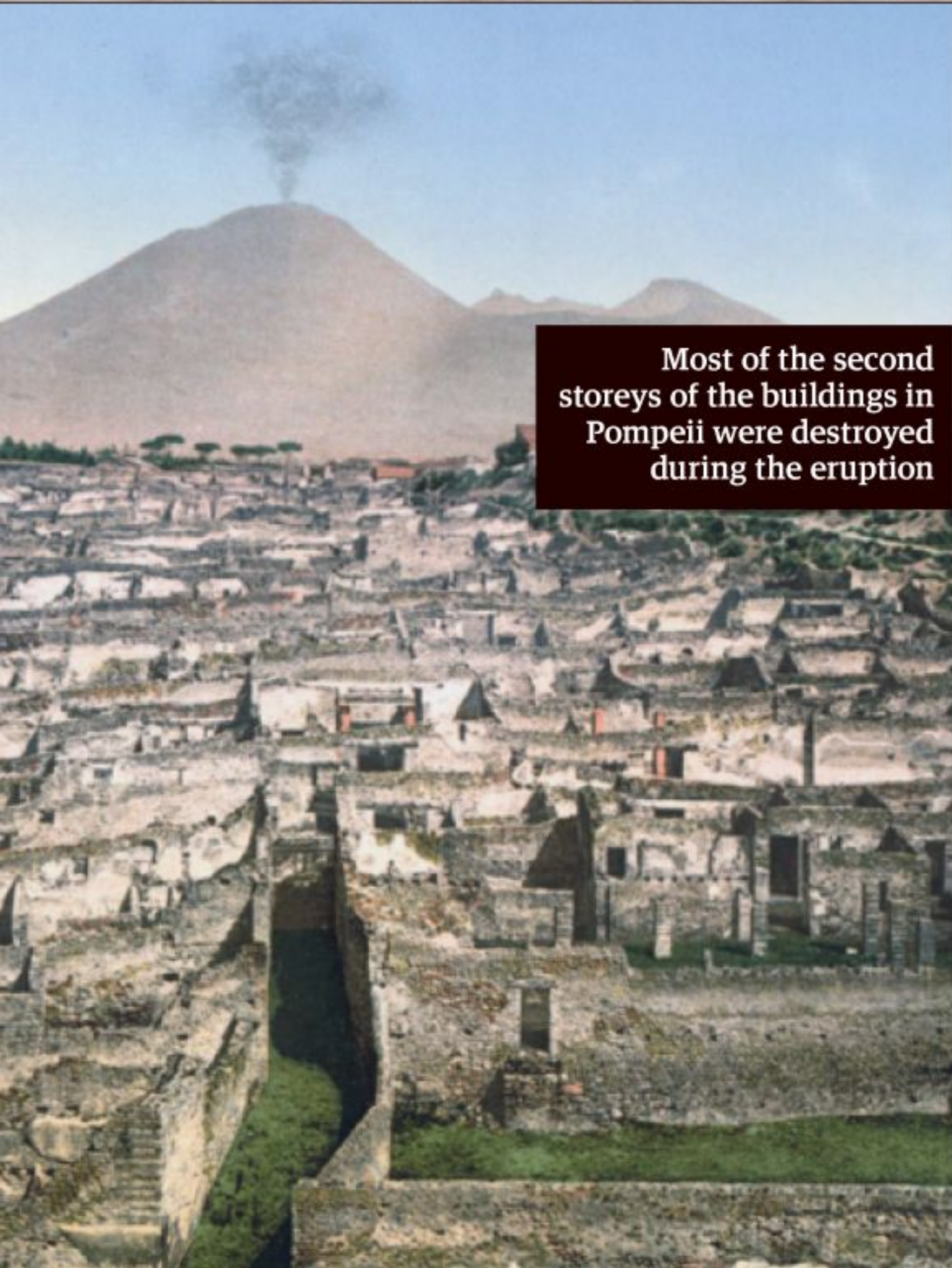
The volcano continues to throw out volcanic material. As it cools in the Earth's atmosphere, it solidifies and turns into lapilli, hardened lava, which rains down over Pompeii. Most flee the city; some, including the old and pregnant, remain.

4pm

Due to the size and intensity of the volcanic hail, Sarno River and the nearby port begin to clog up with debris. Ships get trapped and others at sea cannot make port. Shockwaves shake the city, causing some structures to collapse.

6pm

Chunks of pumice (a form of volcanic rock) fall from the volcanic cloud that has now blocked out the Sun. Pompeii's streets are buried under the pumice, lapilli and ash, and buildings are crushed and demolished under the weight.



Most of the second storeys of the buildings in Pompeii were destroyed during the eruption



Plaster casts of the victims were made by archaeologist Giuseppe Fiorelli in the 1800s

to many Pompeians. For the time, Pompeii was a rather populous place, with 10-12,000 people living in and around its walls. The city was home to all levels of society - the aristocratic rich, the average men and women that worked as merchants, labourers or craftsmen, the children, who attended schools if they could or worked alongside the adults, and of course there were the slaves, an intrinsic staple of Roman society.

Some exceptionally wealthy members of Roman society lived in Pompeii. Archaeologists have found the remains of some truly spectacular residences within the city walls, which at the time would have also had amazing sea views and unparalleled gardens, courtyards and dining halls. One famous residence, titled the House of the Faun, covers three quarters of an acre, while others still contain wondrous mosaics with hundreds of thousands of pieces of stone, or intricately carved statues depicting men, women and deities alike.

Arguably though, it is the discoveries made about the lives of the poor or average people of Pompeii that have been most illuminating in revealing what life was like in the city. By looking closely at Pompeii's public bath houses, archaeologists have garnered a greater understanding of how they were lit - by hundreds of pottery lamps - and by studying a number of the small shops that lined the city's high street, the Via dell'abbondanza, they have also demonstrated how they used to be protected at night against intrusion with shutters. It is easy to imagine the owner drawing down the shutters as he locked up for the evening.

The vibrant, everyday lives of Pompeians have also been glimpsed in some of the objects recovered from the city. The now famous 'CAVE CANEM' sign in one of the larger surviving residences translates as 'Beware of the dog', while a series of pictures found in a bar show the kinds of dice games its patrons used to play. Ornate mirrors and combs show the importance some of the wealthier residents of Pompeii placed on their appearance, while records of people, clothing and culture help show that Pompeii was far more multicultural than a typical Roman city, with its pre-Roman Oscan roots remaining even 150 years after it became officially Roman.

It is this challenge of discovering the Pompeii that was alive, a city that once stood in the light of the Sun, that currently drives archaeological and academic study in the field. Thanks to the detailed records of Pliny the Younger, the famous Roman lawyer and

author, we have a detailed account of Pompeii's fall and the story of how his uncle, Pliny the Elder, strode forth into the disaster zone in an attempt to help the region's fleeing citizens to escape. It is with these records that here we are able to imagine what his final hours may have entailed.

HELL ON EARTH

Pliny the Elder, a respected military commander of the Roman Empire and formidable natural scientist, was overseeing the region's naval fleet at Misenum across the bay from Pompeii when the letter came. In it, Rectina, a friend of Pliny's, informed him that the mountain's eruptions had rendered all escape from the plains impossible, and pleaded with him as prefect of the naval fleet to come at once to save them.

Pliny, always a man of action and social duty, ordered the fleet's warships to be prepared and launched at once. He had his own doubts about the severity of the situation that Rectina had painted in her letter, but agreed that action must be taken regardless. In contrast, his men were not at all convinced that any movement towards the mountain should be taken. Some said it was a suicide mission, while others feared the wrath of the gods, whose will they believed was being demonstrated through the mountain's eruptions and was something no man was capable of facing up to. Pliny soon dismissed these concerns and, reminding the men that they had a social duty to the people of the region to uphold, ordered that they should make posthaste on a mission of aid.

The fleet launched swiftly and made its course for the bay. As Pliny looked out from the bow of the capital ship, all he could see of the region was that it was cast in permanent shadow under the great cloud of the mountain. The only other detail of note was that the other boats at sea were all heading in the opposite direction. The waters of the bay were choppy but far from unnavigable, and as Pliny surveyed the coastline that was pocketed with poorer settlements and wealthy estates alike, he calculated that they would make land without issue at Stabiae shortly.

Pliny and his fleet soon made port and, amid the falling ash and rock, embraced his friend Pomponianus, who had come to meet him. Interestingly to Pliny, Pomponianus appeared genuinely terrified. He told him of a series of

25 August, 79 CE

1am

People continue to flee, their movements only occasionally lit up by flashes of lightning. Scalding mudflows stream down the volcano, obliterating the nearby Herculaneum. Ash, lapilli and pumice continue to fall on Pompeii.

4am

The volcanic column that has risen above Vesuvius collapses spectacularly, sending pyroclastic flows (superheated ash and gases) down its slopes. The first of these flows slams into Herculaneum and eradicates all remaining life.

5am

A second, larger and hotter pyroclastic flow buries Herculaneum. In Pompeii, the rain of pumice and ash falters, however, due to the thickness of the ash and gas, it becomes hard to breathe within the city and the surrounding area.

6.30am

More pyroclastic surges reach Pompeii and demolish the city's northern wall. They sweep over the city in waves of toxic gas and smouldering ash. Everyone still in Pompeii is killed horribly, burned and choked to death.

8am

A final super destructive surge hits Pompeii, demolishing the top floors of almost every building. This surge is so powerful that it reaches Stabiae and even parts of Naples. Fortunately, it loses momentum before it reaches Misenum.

9am

A fire and lightning storm follows, and, after one final eruption, Vesuvius's summit is blasted apart, shearing 200 metres off its top. The cloud begins to clear, but the landscape is changed completely and blanketed in snow-like ash.

quakes, eruptions and falling debris showers that had plagued the city's residents over the preceding hours, and that numerous other houses had already been damaged. According to the man, the mountain had already destroyed much, and he told Pliny of his fear that his family would be the next to suffer; that their house would fall down and crush them all.

Decamping into Stabiae and, for Pliny, into Pomponianus's residence, the rescue operation began. Pliny and his men quickly went about helping the people whose houses had collapsed, who had been trapped by falling masonry or had become separated from their families. They aided people whose carts had become stuck in the ash and rock, helped others to get their bearings amid the chaos and more than once prevented acts of looting, which had begun to take place in some of the shops on the high streets. This was to be Pliny's course of action moving forward. He was going to stabilise Stabiae and then proceed to other towns and cities, such as Pompeii and Herculaneum, aiding those who needed it and maintaining law and order despite the trying conditions.

Pliny awoke the next day in the early hours to much commotion. Against his instruction, the entire house had remained awake all night, with only Pliny getting any sleep. He soon realised that in one way this had been a good thing, as unknown to him, the frequency of the falling rock had increased dramatically and the courtyard from which his room was accessed had almost been entirely filled with rock and debris. In fact, if one of the family had not come and woken Pliny, then he may not have been able to escape the confines of his room. As Pliny moved through the courtyard to bid good morning to the others, the entire house was suddenly subject to a colossal quake, with the walls violently shaking and bits of ceiling crumbling to the ground.

Pliny had already surmised that any further progress on land was then going to be impossible due to the escalating severity of the conditions. He immediately began to plot a new plan in which they would leave as soon as they could via boat, make port further down the bay and redouble their rescue efforts inland. Comparing the risks involved, either being hit by the rock raining down outside or by the falling masonry inside, the assembled group of people decided that they would remain indoors, and there was nothing that would convince them to venture forth with Pliny. One person even suggested that they put pillows on their heads, affixed with strips of cloth, to prevent injury.

As Pomponianus and company refused to leave the residence, Pliny realised that it would be up to him and his men to get them all to safety. They would have to move quickly, too, as Pliny could see that far from subsiding, the mountain's fury was not yet at its climax. Gathering the best and bravest of his men, Pliny made for the shore. As they moved, dodging the falling rock and with burning lamps and torches lighting the way left, right and centre (as even after morning arrived the gloom

Inside Pompeii

Discover the key sites of this famous city, both for the Roman people that once inhabited it and the archaeologists today exploring its remains

1. Residences

For archaeologists today, building up a picture of how Pompeians lived prior to the disaster is incredibly important. As such, excavating various houses ranging from basic huts to palatial mansions is paramount. The 'House of the Tragic Poet', located here, is believed to be a typical example of a Pompeian residence.

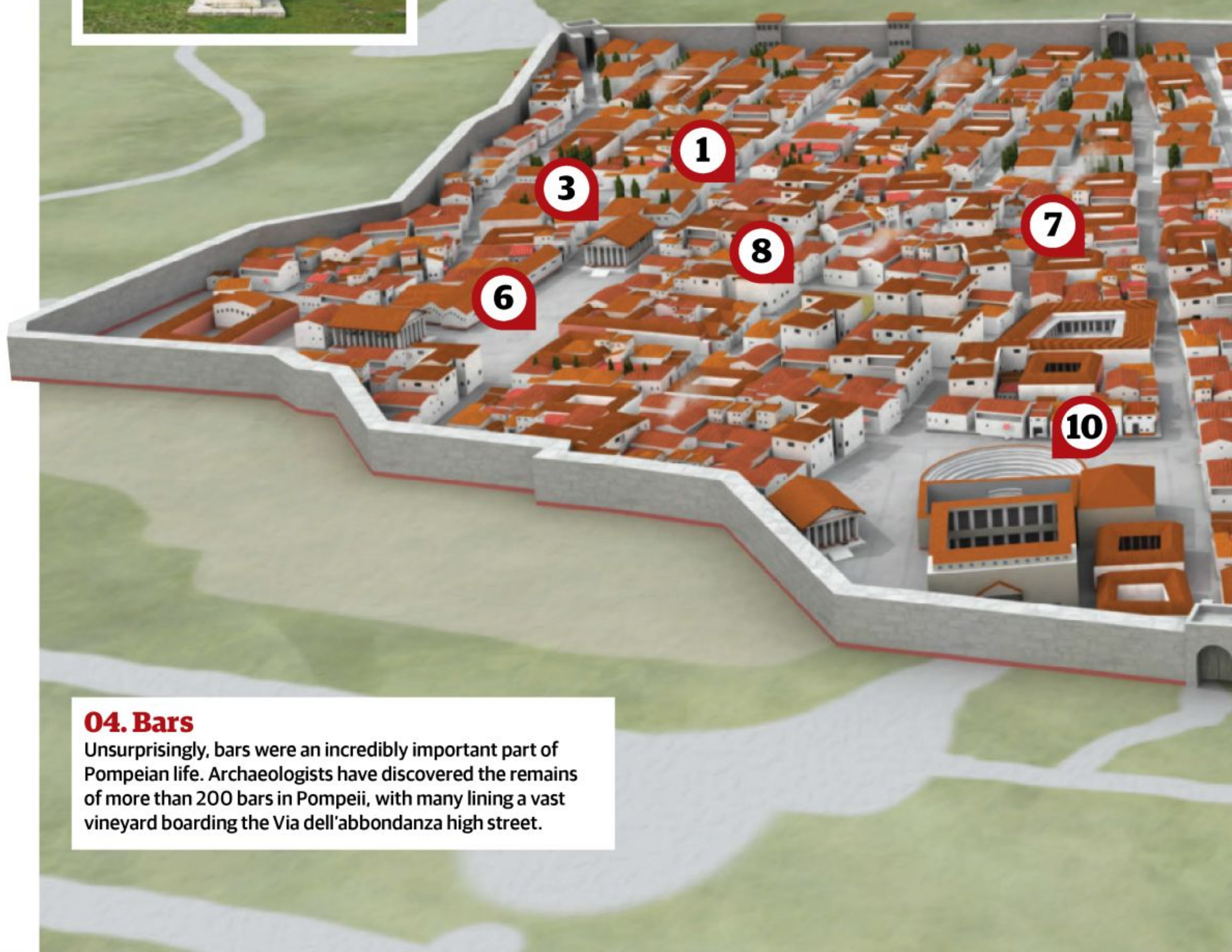
2. High street

Pompeii was intersected in an east to west orientation by the Via dell'abbondanza, a large high street off which a number of merchants, bars, baths, administrative buildings, temples and more were located and connected.



3. Temples

The gods were a crucial aspect of Roman society, and in Pompeii a number of high-profile temples were built in their honour. The Temple of Venus and Temple of Jupiter were arguably the most important, and remain so today in terms of archaeological study.



04. Bars

Unsurprisingly, bars were an incredibly important part of Pompeian life. Archaeologists have discovered the remains of more than 200 bars in Pompeii, with many lining a vast vineyard boarding the Via dell'abbondanza high street.

THE LAST DAYS OF POMPEII

08. Macellum

The central market of Pompeii, the Macellum was one of the focus points for an everyday Pompeian's life. From an archaeological point of view, the Macellum has surrendered a number of interesting finds, ranging from food remains to items of necessity and wall paintings.

07. Baths

Romans took the act of bathing very seriously and this was equally true in Pompeii. There were three main bath houses in the city, one here (the Stabian Baths) as well as one at the Forum and one in the centre of town.

9. Amphitheatre

Another serious pastime for Ancient Roman citizens was going to watch combative sports at the amphitheatre. Everything from gladiatorial fights and chariot races to executions were staged in this impressive arena. Today, concerts and public events are held at the venue.



06. Forum

A crucial structure in most Roman cities and towns, the Forum was the seat of local government and housed a number of administrative buildings. In Pompeii, the Forum faced north, towards the important Temple of Jupiter (the ruler of the gods).

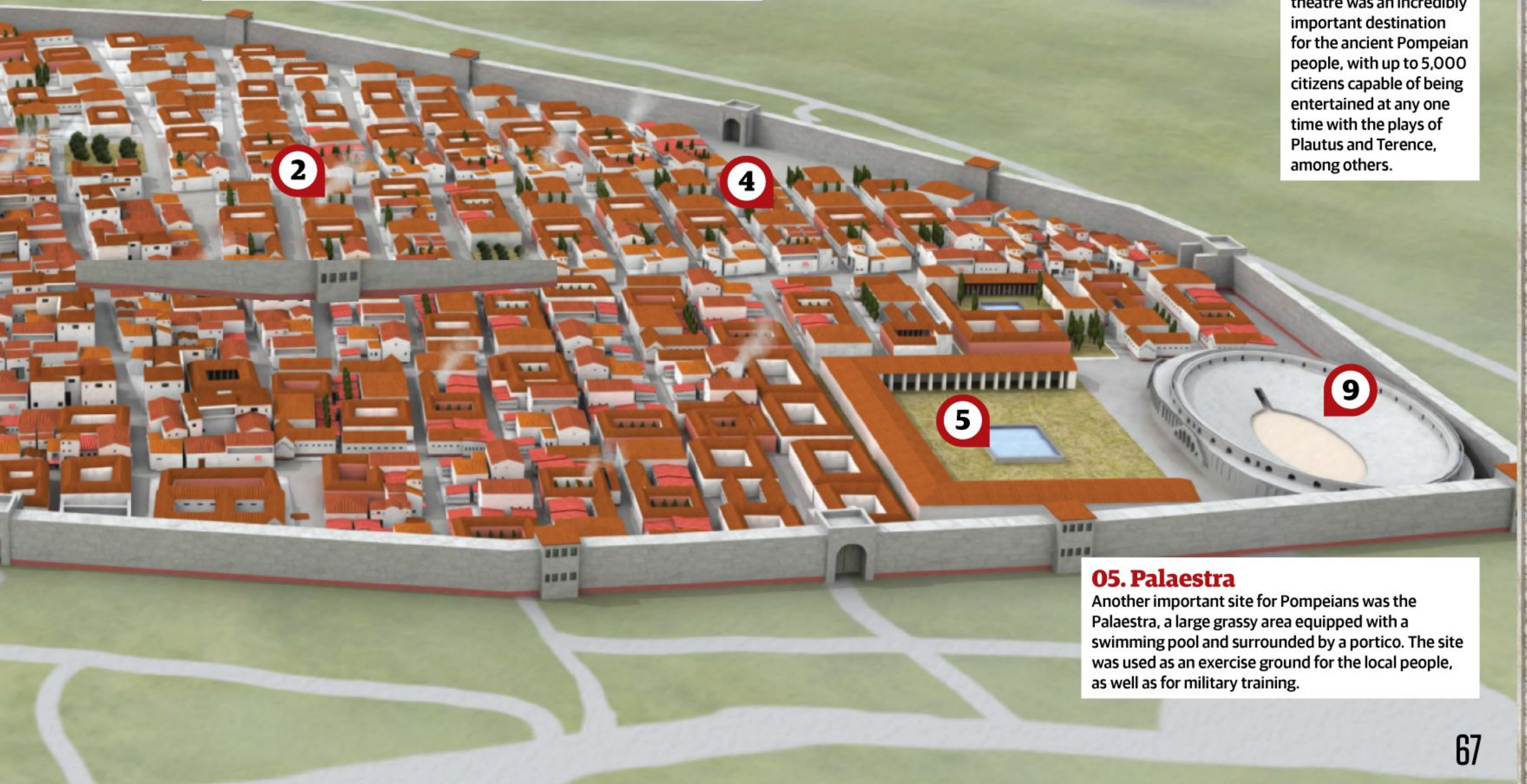


10. Theatre

Separate to the amphitheatre, Pompeii's theatre was an incredibly important destination for the ancient Pompeian people, with up to 5,000 citizens capable of being entertained at any one time with the plays of Plautus and Terence, among others.

05. Palaestra

Another important site for Pompeians was the Palaestra, a large grassy area equipped with a swimming pool and surrounded by a portico. The site was used as an exercise ground for the local people, as well as for military training.



DISCOVERING POMPEII



Expert bio: Ray Laurence is a professor of Roman history and archaeology at the University of Kent. After studying in Rome during his PhD, his research has spanned a number of major topics, including Pompeii.

What can we deduce from studying the remains at

Pompeii, and what problems do they pose?

The problem with archaeology is that it doesn't say "we did this", and that's the key problem. For instance, if you are looking at a house you have paintings, you have rooms, you have some indications of furniture and finds, but you don't know where those objects are used or how they are used. You might have skeletons or bodies but a lot of people left when the eruptions started. One of the indications that so many people left is that we have a disproportionate amount of pregnant women, for example. Because obviously if you're pregnant, and Vesuvius is erupting, you may not feel that mobile to the extent that you feel you can leave.

We also have quite clear evidence from Pompeii that, when people left, they took their things with them. For example, there are houses without any cooking pots, because the thing you definitely take when you leave a disaster zone is food and the things needed to cook it.

There's also the fact that the pyroclastic surges did just demolish the upper story of most of the houses. So one of our key problems is that when you go to Pompeii it looks like everything is ground floor, whereas in actual fact there's a whole upper storey to every building which we simply don't have. What you think happens upstairs is really open, actually. It's one of those things where we're not sure what goes on - when you walk up the stairs in Pompeii is it just bedrooms, or is it dining rooms that you can get a view from?

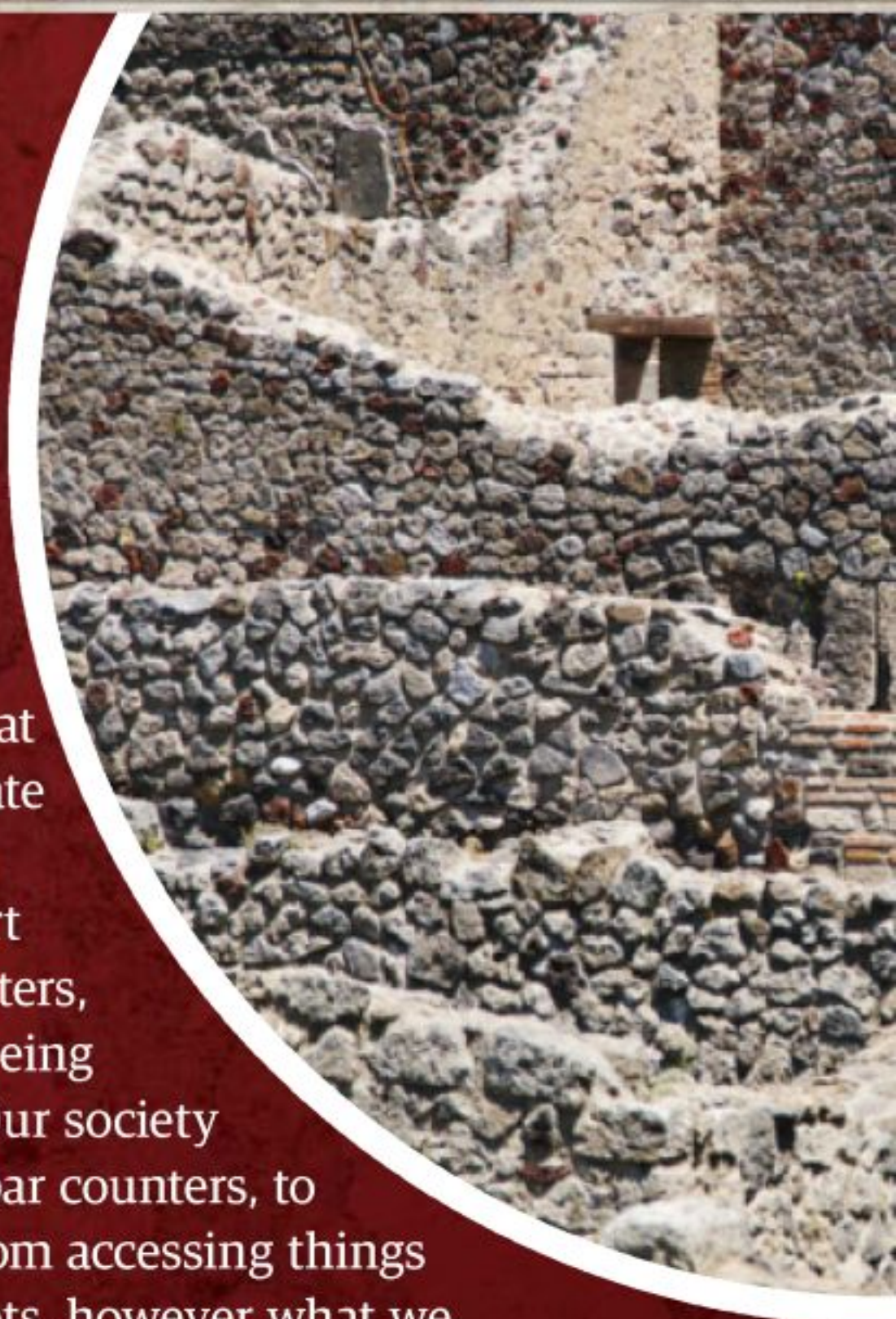
Do you think there is still more to learn?

I think the whole place has heated up in the past 20 years. It has been a massive transformation. There's more interest in the pre- 79 CE Pompeii, such as the development of the city, and there's been lots of excavation to look at that.

Also, there is work being done on children. The thing I wanted to do, and it's something that I am

presenting at the moment, is to look at Pompeii and evaluate how high anything is. We can then start looking at bar counters, for example, and seeing how tall they are. Our society creates quite high bar counters, to prevent children from accessing things like alcohol or sweets, however what we found in Pompeii is that, by our standards, all the bar counters are too low. This has implications, it means that children used the bars. We're discovering a whole potential world of how children were using the city, which is not greatly different to how adults were using the city.

If we're going to think through Pompeii and have a vision of Pompeii then you want a street scene with loads and loads of children in it. Some of them at school, some of them working, some of them not doing anything and some of them running around. That is what I find quite exciting and that is what I think will be a thing of the future - we'll write a real history of the children of Pompeii.



As the bodies of Pompeians decomposed, the ash preserved their form. Models were made by pouring plaster into these voids

The ruins of Pompeii were well preserved by the blanket of ash

As the volcanic cloud blocked out the Sun, Pompeians found it difficult to flee in the darkness

had remained intense due to the mountain's Sun-blocking cloud), Pliny decided that if the conditions were in any way favourable for a launch, then he would gather all he could and leave immediately.

The heat and humidity continued to grow in intensity. The cloud of the mountain seemed, according to Pliny's understanding, to have trapped all of its expelled heat and gas and, combined with the perpetual night and glow of the fires, produced a sweltering and claustrophobic atmosphere. It was at this point that Pliny felt his throat becoming inflamed - an old ailment that had been with him since youth - and he soon found that he was becoming out of breath far quicker than normal.

Upon finally arriving at the shore, Pliny's spirits sunk, as while the wind was not as severe as it once had been, it still blew against a departure and the ocean waves were incredibly fierce. He suddenly felt dizzy and, calling to a few of the men who had made it with him, asked for a blanket to be laid out for him so that he could catch his breath. He also asked, repeatedly, for cold water to be brought for him, which he consumed while sitting on the shoreline and staring out to sea.

Then, without warning, the glows coming from inland exploded in intensity and the smell of sulphur hit Pliny like a great wave. Looking left and right, he saw the remaining men beginning to flee in every direction, stumbling and tripping in their haste to run. Rising slowly from the blanket, Pliny turned and, like the breaking of the Sun's rays at dawn across the sea, was illuminated by the onrushing firestorm.

SUN AND SHADOW

Pliny the Elder was found two days later, when daylight finally returned to the region, dead on the shore. His body was found intact and uninjured, still fully clothed and looking as though he had slipped into a peaceful sleep rather than suffered a violent death. It is believed that he died from suffocation, both due to the density of gases expelled in that fateful firestorm and in part to his constitutionally weak windpipe.

Rectina, who wrote to Pliny, was never rescued and there are no existing records of whether she survived the disaster or not.

The town-cities of Herculaneum, Pompeii and Stabiae were levelled by the eruption of Vesuvius, their populations largely eradicated and their once proud majesty destroyed. However, people soon returned to the region after the disaster and began repairing what they could and rebuilding. Due to the apocalyptic scale of the disaster, though, the three sites were academically lost for more than 1,500 years, with the first new mention of them in historical records emerging in 1599.

Today, the entire region is a major tourist attraction, with millions of visitors from around the world seeing this part of Campania every year. It is Pompeii, however, the once thriving centre of human culture, that draws the most attention. Its story is one of humanity, both in good times and bad, both in sun and in shadow.

POMPEII'S GREATEST FINDS

Archaeologists have recovered a number of spectacular and revealing objects that speak volumes about what life was once like in Roman Pompeii

Erotic art

A number of pieces of erotic art have been found throughout the remains of Pompeii, demonstrating numerous couples getting intimate. They provide extra detail as to what life was like for the Pompeian people, as well as valuable detail on painting techniques and materials.

Portrait of Paquius Proculo

Probably the most important fresco to be discovered in Pompeii, this portrait shows a middle-class Pompeian man and his wife. He wears a toga and holds a rotulus, showing he was involved in public affairs, while she holds a stylus and wax tablet, showing she was educated and literate.

Alexander Mosaic

Discovered in the House of the Faun in Pompeii, this mosaic depicts the battle between the armies of Alexander the Great and Darius III of Persia. It is an important find as it is one of the most famous depictions of Alexander that survives and also an excellent example of the Roman mosaic craft. It is also a reminder of Pompeii's pre-Roman origin.

Funerary statue

This funerary statue is impressive in both scale and artistry, being commissioned by a wealthy Pompeian family to adorn a family tomb. Its purpose was to remind both the living and dead of the deceased's worthy deeds and virtues. It also lets archaeologists know this family were important and well off.

Inscriptions

Throughout Pompeii there are a number of enlightening inscriptions carved into the stone. These help archaeologists piece together further the jigsaw of what life was like for the men, women and children of ancient Pompeii. One inscription in the city's basilica states: "Lucilla ex corpore lucrum faciebat," which translates as 'Lucilla made money from her body'.

House of Vettii

The most famous and luxurious residence to be excavated in all of Pompeii, the House of Vettii was owned by two freedmen and, thanks to careful excavation, retains much of its structure, objects and frescos today. The site is really important in depicting how wealthy Pompeians lived, and the structure and layout of their residences.

Human remains

Thanks to Victorian-era Italian archaeologist Giuseppe Fiorelli's plaster casts of Pompeii's victims, we have a clear and horrific picture of how many Pompeians lost their lives when Vesuvius erupted. These tormented death throes have become an image of Pompeii and draw archaeologists from around the world.



Francisco Franco

Victorious in Spain's bloody civil war, this military man became Europe's longest serving dictator

Written by David Crookes

When Francisco Franco Bahamonde died on 20 November 1975, tens of thousands of Spaniards visited the royal palace of Madrid and filed past the bier as his body lay in state. The 82-year-old's death was expected, given he had suffered a relapse of his heart condition a month earlier, but the passing of the self-proclaimed caudillo - the Spanish equivalent of the führer - had nevertheless caused tears to flow. But were they tears of grief or relief? For as the flags flew at half-mast and normal TV and radio broadcasts were suspended while Spain was officially in mourning, opinion was split, just as it was during his life. Some people worried about the future - "enemies of Spain and of Christian civilisation are on the alert," Franco had said on his deathbed - while others were simply thankful: after all, 39 years of absolute, authoritarian power had come to an end.

Franco was a dictator like Adolf Hitler, Benito Mussolini, Joseph Stalin and António de Oliveira

Salazar, only he had been in power for longer than any of them and could not be strictly termed a fascist. His rise to power had been phenomenal given Franco was generally perceived as shy and ill at ease in his younger years. He had been a timid and lonely child, "withdrawn to the point of icy detachment", according to the respected biographer and historian Paul Preston, and few felt they truly understood him.

Born at 12.30am on 4 December 1892 in the town of El Ferrol in the north west of Spain, Franco grew up slight in stature and suffering at the hands of bullies. He had been deeply affected by the separation of his parents but he desperately sought approval from his father, Nicolás Franco y Salgado Araújo. He felt he could never match his favoured elder brother, Nicolás, and even when he joined the Spanish Army on 29 August 1907, he sensed paternal disappointment. To his father, he was merely "my other son" yet joining the army would see his standing in wider Spanish society soar.



*Defining
moment*

Navy suspends recruitment

Franco had wanted to enter the navy, following in the footsteps of his elder brother Nicolás (his father's favourite son) but he was thwarted in this ambition by the punishing Spanish-American War, which forced the Escuela de Administración Naval to suspend recruitment for seven years from 1906. He joins the Spanish army instead, which enables him to build his strong reputation as a military man.

1907

Hero or Villain?

FRANCISCO FRANCO

Franco meets with Adolf Hitler in Hendaye, France, to discuss Spain's possible participation in World War II

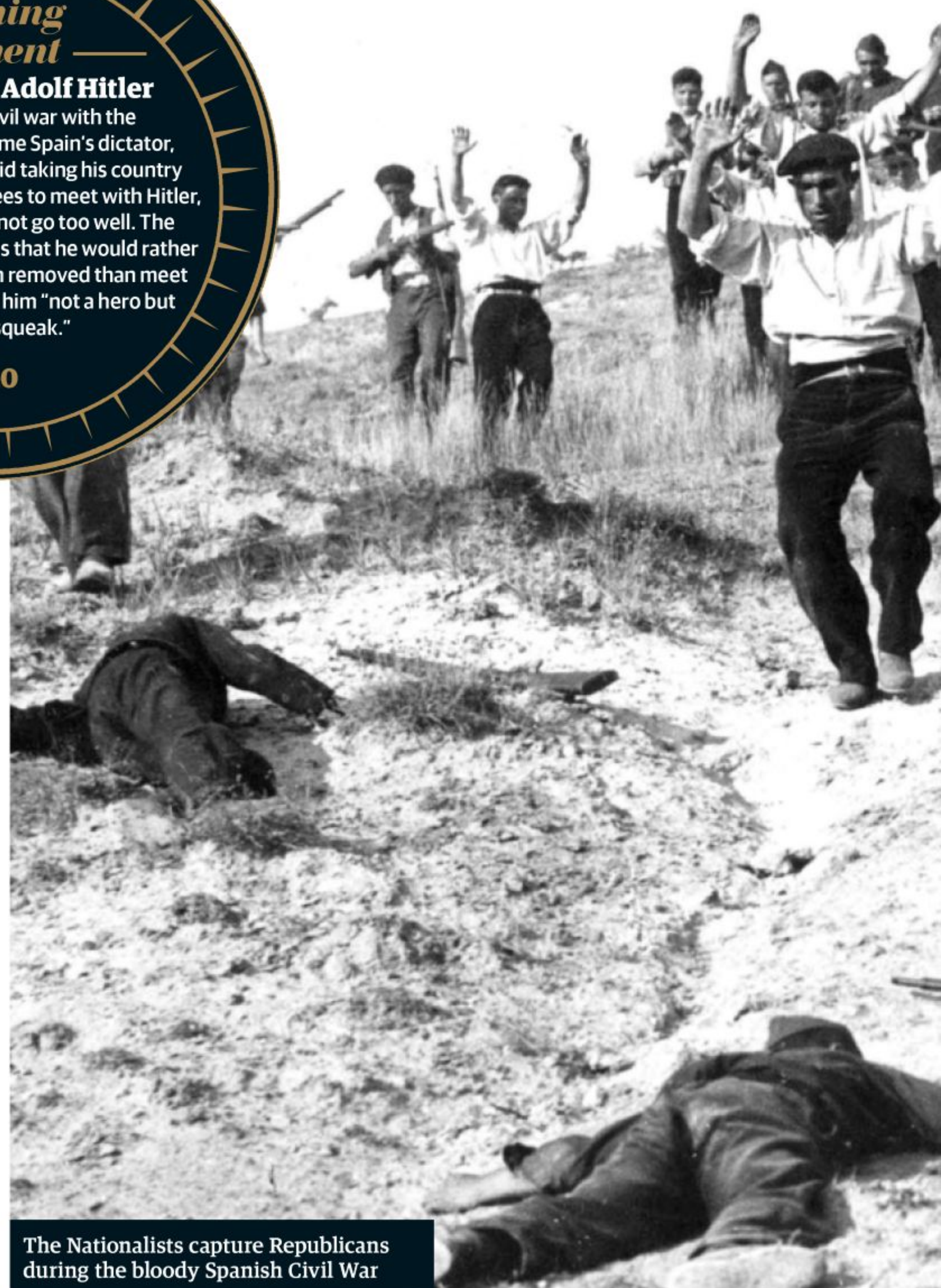


Defining moment

Franco meets Adolf Hitler

Having won the civil war with the Nationalists and become Spain's dictator, Franco manages to avoid taking his country into World War II. He agrees to meet with Hitler, but the meeting does not go too well. The Führer will say afterwards that he would rather have several of his teeth removed than meet Franco again, dubbing him "not a hero but a little pipsqueak."

1940



The Nationalists capture Republicans during the bloody Spanish Civil War

Nicknamed *Franquito*, or little Franco, by those who sought to poke fun at his size and high-pitched voice, Franco completed his army studies in July 1910 and emerged with a yearning to help fight an ongoing colonial war in Morocco. Instilled with a loathing for the left-wing activists, he got his wish to head for Africa on 6 February 1912, throwing himself into his role to such an extent that, at 33, he had become Europe's youngest general.

In 1928, Franco left Morocco and went on to spend time in Zaragoza, directing the newly re-established General Military Academy. But it was the uncontrollable factors within Spain's turbulent political climate that ultimately influenced his direction. When Spain's military dictatorship collapsed in 1929 and the municipal elections in 1931 were won by the left-leaning Republicans, the establishment of the Second Spanish Republic would eventually impact directly on him.

Political wounds had opened, causing suffering for the Catholic Church, military and the elite, and when the left-wing coalition, the Popular Front, won the 1936 legislative elections, the Spanish generals began discussing a military takeover. They thought it would be a short exercise, but it descended into civil war as Spain split between the traditionalists and those wanting social change.

"Franco used the word 'limpieza' to describe the strategy that, in English, means cleansing"

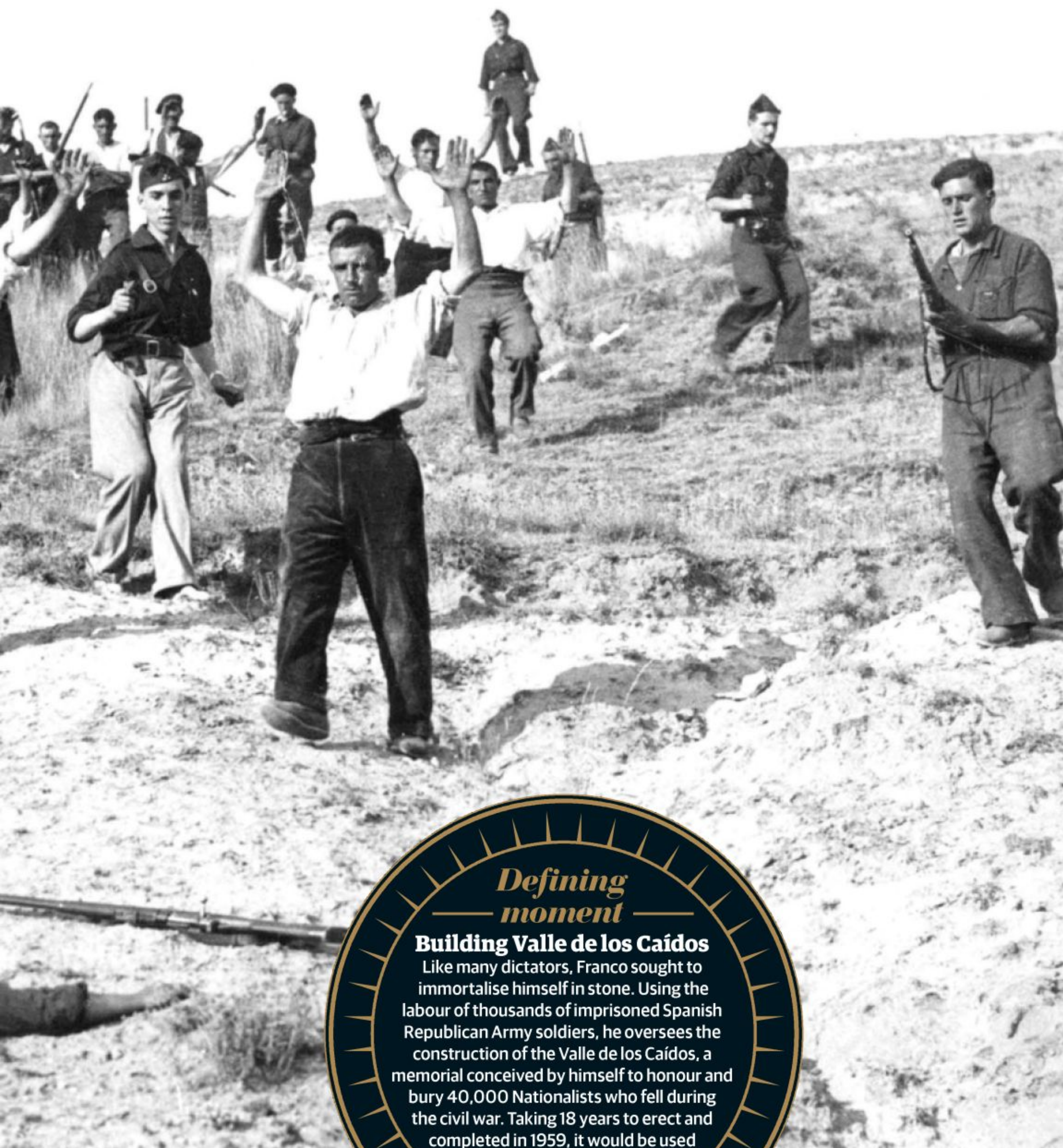
Franco – sent to the Canary Islands as general commandment by the government that felt uncertain of his loyalty – initially stayed low despite being a key military figure. At first he refused to join the rebels but eventually changed his mind, and one of his first moves was to draft in the Army of Africa from Morocco, having them airlifted by German-supplied Junkers transport planes and shipped under air cover by Italian bombers. His stock rose, so much so that in 1937, the Nationalists sought a commander in chief and offered Franco the role of generalissimo. With the assistance of professional foreign fighters and a unified party of right-wingers, the Republicans began to be overwhelmed and Franco was named chief of the Spanish State and its government until the war was won. Yet the general had his own ideas.

As if to understand his way of thinking, he had vowed to save Spain from the Marxists "at whatever cost" and when told it could mean shooting half of Spain, Franco smiled and said: "I repeat, at whatever cost." Some assumed that Franco was deliberately prolonging the civil war so that he could do a

thorough job of eradicating the Republicans, seeing cities from Barcelona to Valencia and Madrid fall one by one. But the longer he held on to power, the harder it was going to be to wrestle it away from him.

He was not averse to displaying posters of himself around Spain and did not shy from sanctioning extreme war tactics (in one atrocity on 26 April 1937, up to 800 people perished in the German air bombing of the Basque town of Guernica as Hitler used Spain as a training ground). Nor did he blink when allowing scores of liberals, communists, socialists, intellectuals, anarchists and separatists to be killed during *la Represión Franquista*, or the Francoist Repression. In fact, Franco used the word 'limpieza' to describe the strategy that, in English, means cleansing. It continued well after Spain came under Franco's control in 1939 and is thought to have been responsible for the deaths of 200,000 people.

Franco was working 14 hours a day at his desk but he was neglecting his family. He had married María del Carmen Polo y Martínez-Valdés in 1923 and the couple had a daughter, María del Carmen, three years



Defining moment

Building Valle de los Caídos

Like many dictators, Franco sought to immortalise himself in stone. Using the labour of thousands of imprisoned Spanish Republican Army soldiers, he oversees the construction of the Valle de los Caídos, a memorial conceived by himself to honour and bury 40,000 Nationalists who fell during the civil war. Taking 18 years to erect and completed in 1959, it would be used to house Franco's own body upon his death.

1959

later. When the two returned from exile in France, he kept them waiting for more than an hour as he continued to work on plans to re-establish a conservative Roman Catholic Spain.

By 1940, Franco had gained the diplomatic recognition of all countries except the USSR and Mexico and reduced the size of the Spanish Army from 1 million to 250,000. He was applauded for not joining World War II and it was seen as his greatest achievement along with his desire to protect Jews from the Axis powers. In truth, Franco met with Hitler on 23 October 1940 in Hendaye, France and told the Führer - who he kept waiting for an hour - he wanted French Morocco, part of French Algeria and French Cameroon. The Führer would not agree.

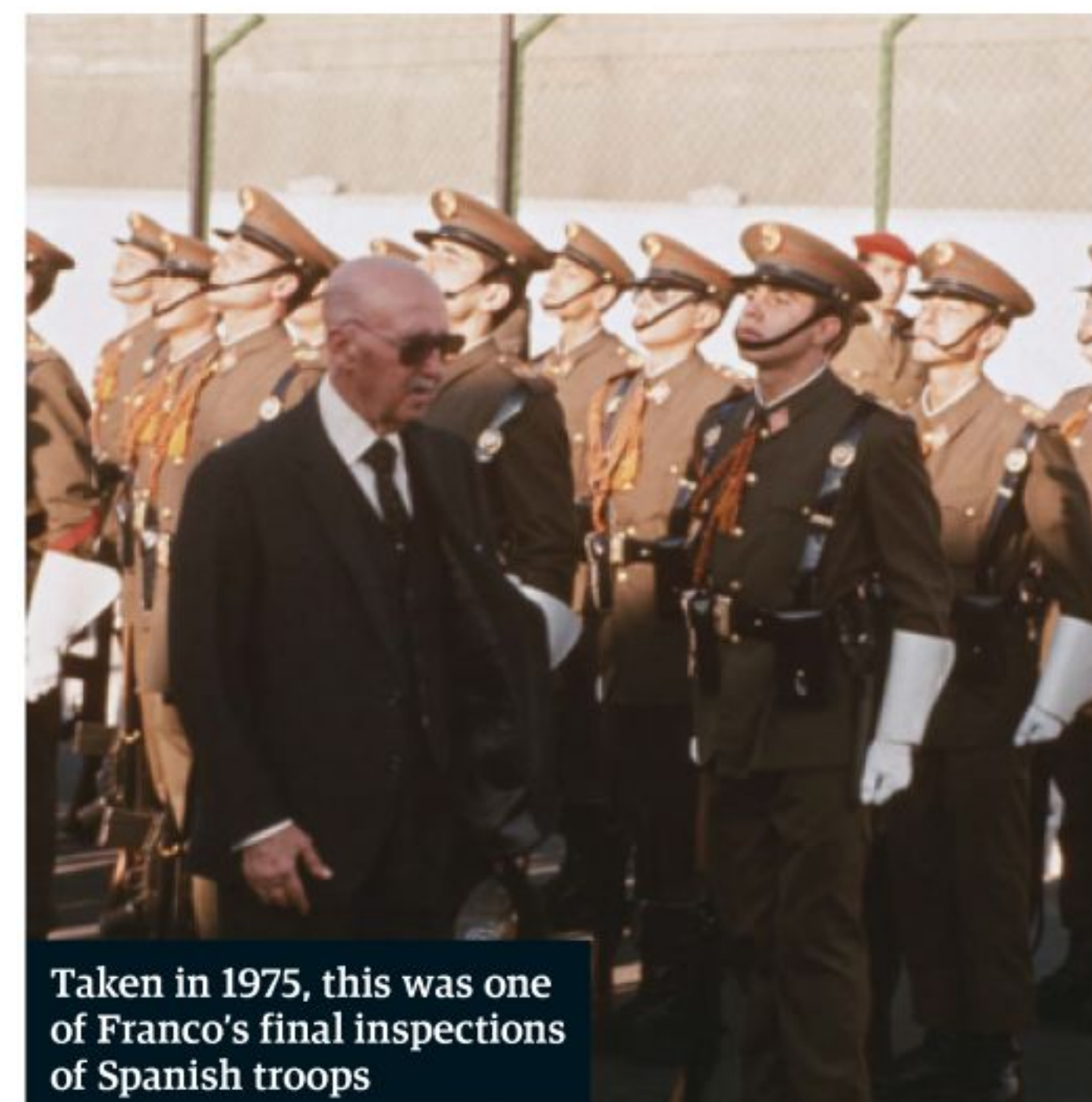
Some say Franco's demands were a delaying tactic, buying time to stabilise Spain, allow the country to recover and keep open diplomatic relations with the Allies. Others suppose he was over-estimating Hitler's desire for Spanish involvement. Either way, the Führer was unimpressed by the proposals yet Franco continued to court Hitler, sending the Blue Division to the Russian front, allowing Germany the use of Spain's harbours and, shockingly, providing the SS with a list of 6,000 Jews (it was found in the Spanish archives in 2010 but had never been acted upon).

When the war ended, Franco's neutrality ensured he remained untouched. Even though an 11-page document found in the archives of the

Ministerio de Asuntos Exteriores in 1997 showed he had offered 100 Nazis asylum, he was free to continue building Spain in his image. He pursued an economic policy of autarky, which cut off almost all international trade. It led to the Years of Hunger, and about 200,000 people died of starvation.

Yet Franco's position was in no danger and was even bolstered by the Cold War. The USA had denounced Franco's regime in 1946 but opened talks with Spain in 1953, resulting in the two countries signing the Pact of Madrid, handing economic and military aid to Spain while allowing the US to station bombers and aircraft carriers in and around the country. Already supported by Catholics (the civil war was presented as a crusade against Bolshevism) and traditionalists, Franco felt this gave him global legitimacy. He revelled in his new-found status.

At the same time, he sought internal assistance. The politician Lopez Rodo and the new technocrats signed Spain to the Bretton Woods System in 1959 with the peseta pegged at a value of 60 pesetas to \$1, which allowed Spain to flourish in the 1960s. Yet Franco's regime continued to ban cultural



Taken in 1975, this was one of Franco's final inspections of Spanish troops



activities that departed from national tradition and it de-recognised the Basque, Galician and Catalan languages. Two representatives of the conservative Catholic institution Opus Dei who were ministers of Franco's regime set up university-purging committees that sought to distinguish 'ill-fitting' political or religious ideas and science teaching that contradicted the *Bible*. There was no chance of a free election to change matters: Franco had been regent for life since 1947 and it was for him to appoint a successor (he selected Juan Carlos, grandson of King Alfonso XIII) not the people.

But as time went on, so Franco's regime relaxed. He took credit for investing in administration and industry while easing press censorship and police control. Those who shared his beliefs enjoyed the rise in living standards. Yet for the repressed separatists and those who wanted Spain to recognise its diversity, the end of Franco was liberating. Shortly after his death, Carlos transitioned the country to a pluralist democracy. It has been so ever since.

Was Francisco Franco a hero or a villain?
Let us know what you think

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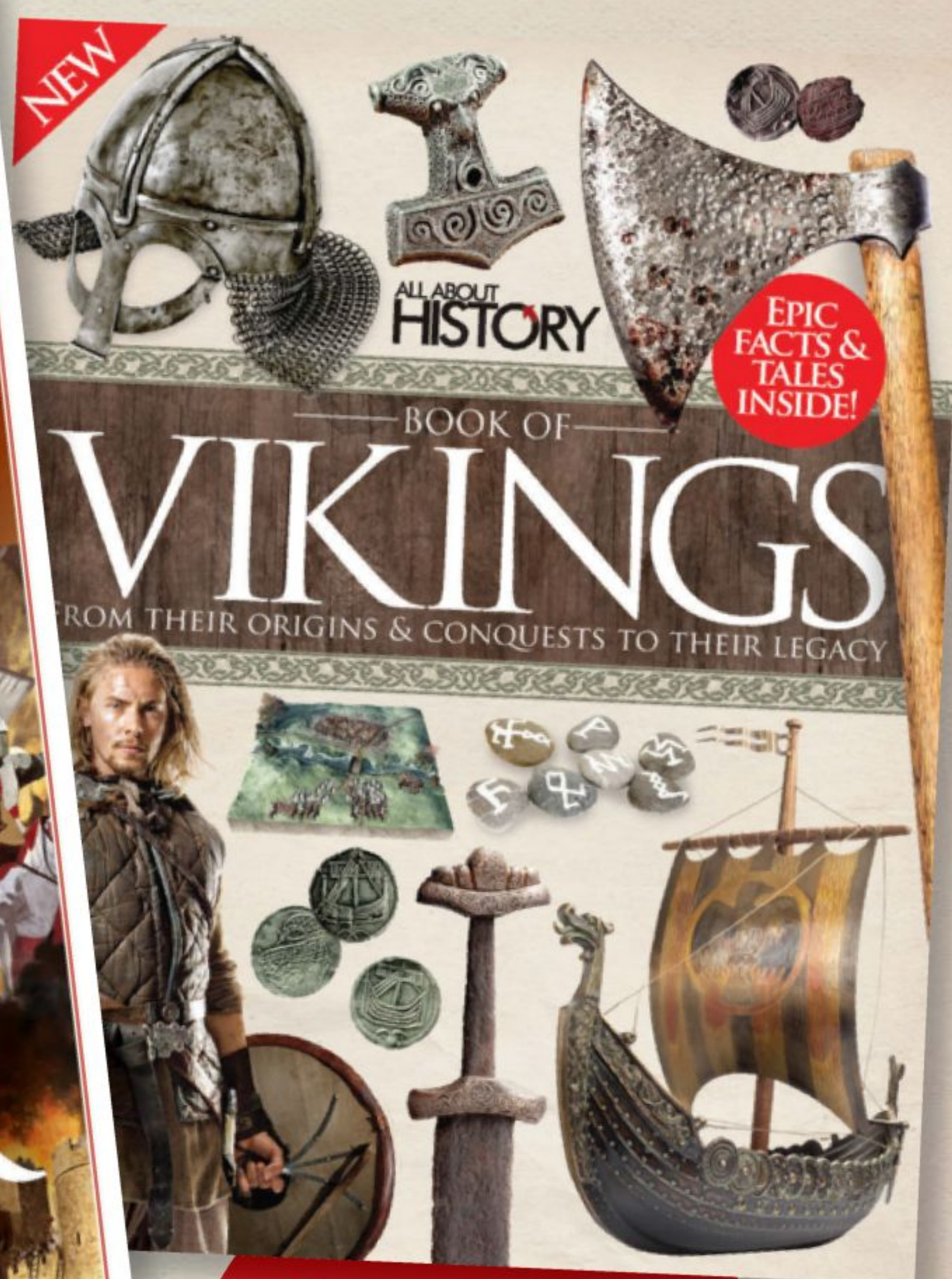
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Through History

LAVATORIES

Toilets weren't always the modern flushing apparatus we have today. Hold your nose and don't get the wrong end of the stick!

Ostia Antica, an archaeological site close to Rome, has some of the best preserved Roman toilets



ROMAN LATRINA

C. 200 BCE

Located at the rear of Roman forts, these toilet spaces were communal areas and nowhere near as private as today's restrooms. Soldiers would chat about the issues of the day with no private cubicles to prevent it. Then, when they had done their business, instead of using toilet paper, a sponge on a stick was used to clean the bottoms of every soldier. Away from the military, toilets were in a slightly better condition and restrooms in the city could even have their own plumbing, using water from the local bathhouse to wash away the waste.

CHAMBER POT

C. 600 BCE

The chamber pot was ideal for anyone who didn't live close to or couldn't afford a toilet. Made of metal or ceramic, it would be placed on the floor, preventing a dash to an outdoor toilet. The pots were first used in Ancient Greece but remained popular for centuries after. A version especially for ladies known as the Bourdaloue became popular in the 18th century - it could be hidden under large dresses and used when attending long church sermons or other events.



A similar design to the chamber pot can be seen in the modern potty

Sir John Harrington
ENGLISH 1561-1612

The inventor of the first flushing toilet perhaps doesn't get the credit he deserves. Failing in his dream to be a poet, Harrington instead built a lavatory, which he duly named 'Ajax'. His creation gained royal approval from Queen Elizabeth I, who had one installed at her palace in Surrey.

PIG TOILET

C. 9 CE

A pig toilet is a simple type of dry toilet, consisting of an outhouse mounted over a pigsty and connected via a chute. After doing one's business, the feces falls down the chute and is consumed by the pigs below. This type of loo was common in Han Dynasty China, and can still be found in India and South Korea. Ancient Chinese men and women were often buried with funerary models of pig toilets, as the belief in the afterlife meant that everything from food and weapons to toilets would be placed within their tombs.



Clothing was often kept in the garderobe, as it was believed that the smell would keep away moths

This ceramic model of a pig toilet was found in a Chinese tomb from the Later Han Dynasty



GARDEROBE

12TH CENTURY

The toilet of choice for Medieval castles, the garderobe was a simple small overhanging room with a stone seat. The waste would usually be emptied into a moat, but if it fell into a pit rather than a river, a 'gongfarmer' would be dangled from a rope to clear up when it got too smelly. The wealthy wiped their bottoms with a rag while peasants made do with woolly mullein leaves. The garderobe was slightly more hygienic than other cesspits in the Middle Ages, but could sometimes contaminate a water supply.

King George III hired the most Grooms of the Stool, having a total of nine throughout his reign

CLOSE STOOL

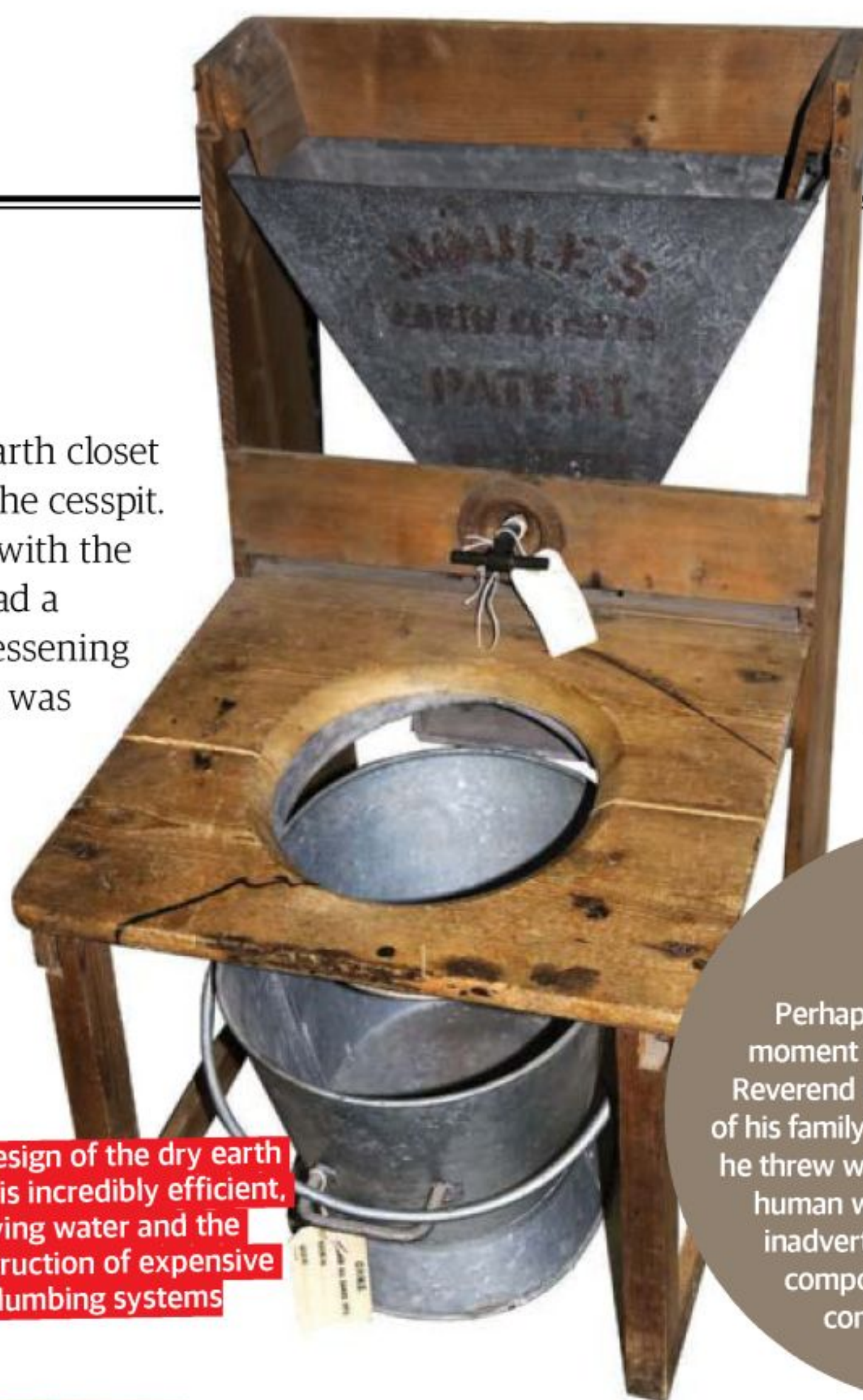
C. 16TH CENTURY

For added comfort, chamber pots were sometimes placed inside a piece of furniture so the user wouldn't even have to move as they did their business. When finished, a chambermaid would clear the mess from the room and replace it with a clean pot. As well as finding employment as a chambermaid, there was the not too enviable job of Groom of the Stool. Created during the reign of Henry VII, the role was to undress the monarch and assist him or her with their bowel movements. Nauseating perhaps, but there was always the chance to learn a royal secret or two!



DRY EARTH CLOSET 1859

First developed by Henry Moule, the dry earth closet was an alternative to the water closet and the cesspit. A few decades later, a patent was taken on with the design for a mechanical earth closet that had a system to turn the manure into compost, lessening both the smell and the waste product. This was done by putting dry earth into a container at the top of the loo, which would fall into the bowl and decay the waste as quickly as possible. Modern versions of the dry earth closet are still used today and go by the term composting toilet.



The design of the dry earth closet is incredibly efficient, saving water and the construction of expensive plumbing systems

PISSOIR 1830

The first modern public urinals were developed in France and installed on the major boulevards of Paris. They were initially more famous for their use as barricades during the 1830 July Revolutions, but soon enough the pissoir, or vespasienne, became a staple on the streets of Europe's cities and has been in high demand since the industrial revolution's mass migration to urban areas. They have reduced the amount of public urination and some public toilets also require a charge to use, providing a source of income for the state as well as the origin of the euphemism 'spend a penny'.

Henry Moule

ENGLISH 1801-80

Perhaps the greatest eureka moment in the history of toilets, Reverend Henry Moule was so sick of his family's overflowing cesspit that he threw what was in it away, mixing human waste with the soil. This inadvertently created the first composting toilet after the combination created fertiliser.



A cast iron and slate pissoir complete with modesty screens in Paris, France c. 1865

FLUSHING TOILET 1596

It wasn't until the Tudor period that the first flushing toilet was invented. The first type consisted of a two-foot-deep oval bowl that was fed water from above by a cistern. With indoor plumbing still centuries away, the 34 litres of water required was a huge task for the houses of Tudor England. The design was improved by Alexander Cumming in 1775, using an S-shaped pipe that prevented the escape of sewer gas through the toilet.

Thomas Crapper

ENGLISH 1836-1910

Widely believed to have invented the flushing toilet, Crapper was instead the founder of Thomas Crapper & Co. He was a plumber by trade before developing several inventions that helped increase the popularity of the flushing toilet including the ballcock and the first ever bath, toilet and sink showroom.

using an S-shaped pipe that prevented the escape of sewer gas through the toilet. The flush toilet finally received its modern look after a makeover by Thomas Crapper in 1897 and the siphonic toilet was born.



Due to a lack of water, it was suggested in the Tudor period that 20 people use the toilet between flushes

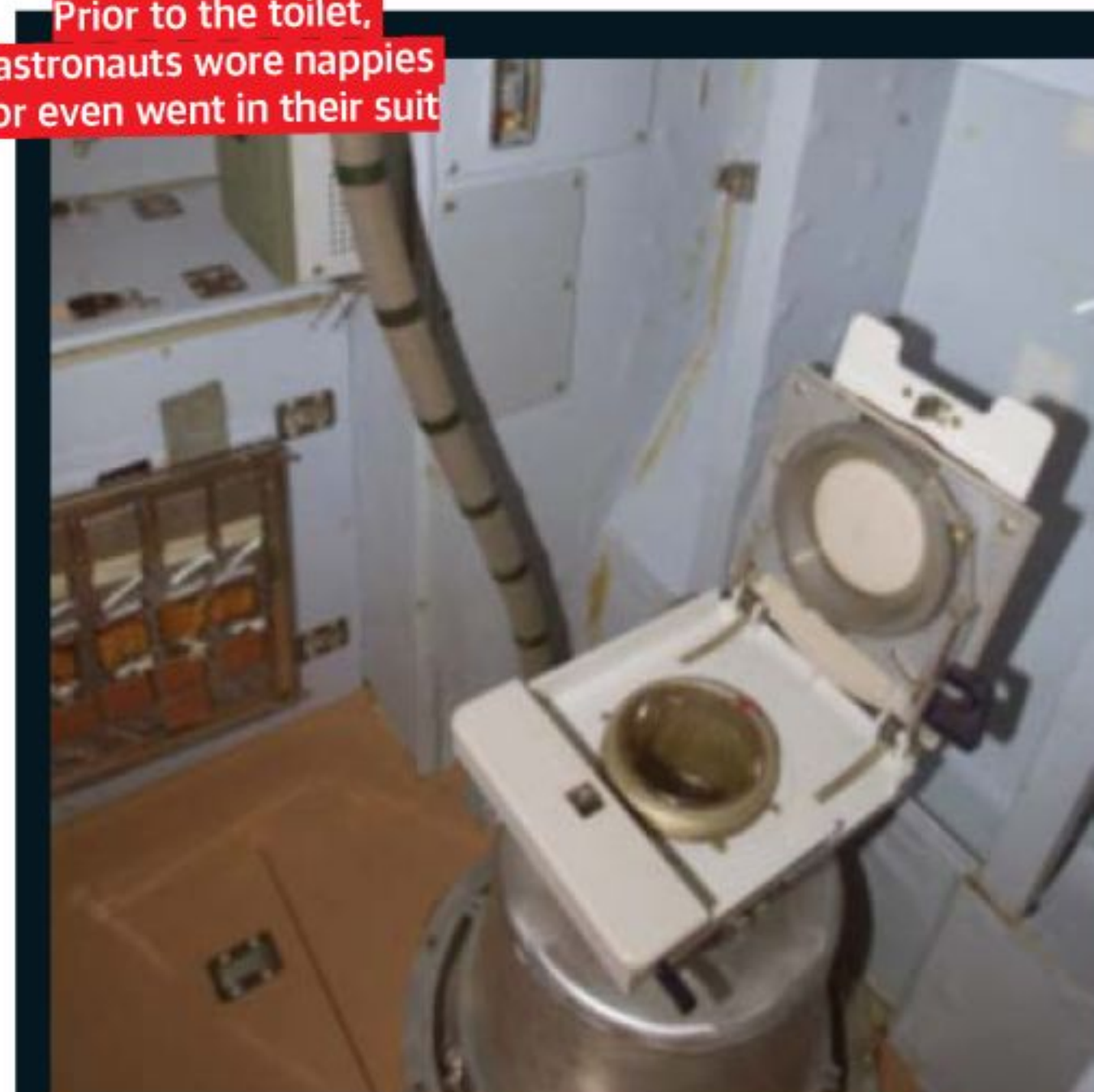
Japan is the frontrunner for modern toilet designs. This washlet is just one of many modern electronic bidets

ELECTRIC TOILETS 1982

For some, the flushing toilet just isn't enough, and many companies now include electric toilets on their list of products. Japan in particular has taken to these bidet toilet seats, which are a development on the influx of western toilets into Japanese society. These electronic bidets are designed to clean you after you finish your business using a jet of warm water and a drier for your bottom. Other modern contraptions include water-saving measures, seat warmers, built in fragrances, relaxation music and toilets that even tell you the health of your waste.



Prior to the toilet, astronauts wore nappies or even went in their suit



ZERO-GRAVITY TOILET 1981

If humans are to master space travel, then they'll need a place to relieve themselves. Thankfully NASA has realised this, and when nature calls on a space shuttle, a zero gravity toilet is the place to go. A space toilet comes complete with restraints that hold the astronaut in place in the weightless environment. Air rather than water flushes the toilet, and the solid and liquid waste enters separate sealed compartments. It is then compressed and held in an on-board container before being disposed of upon landing.

HOME

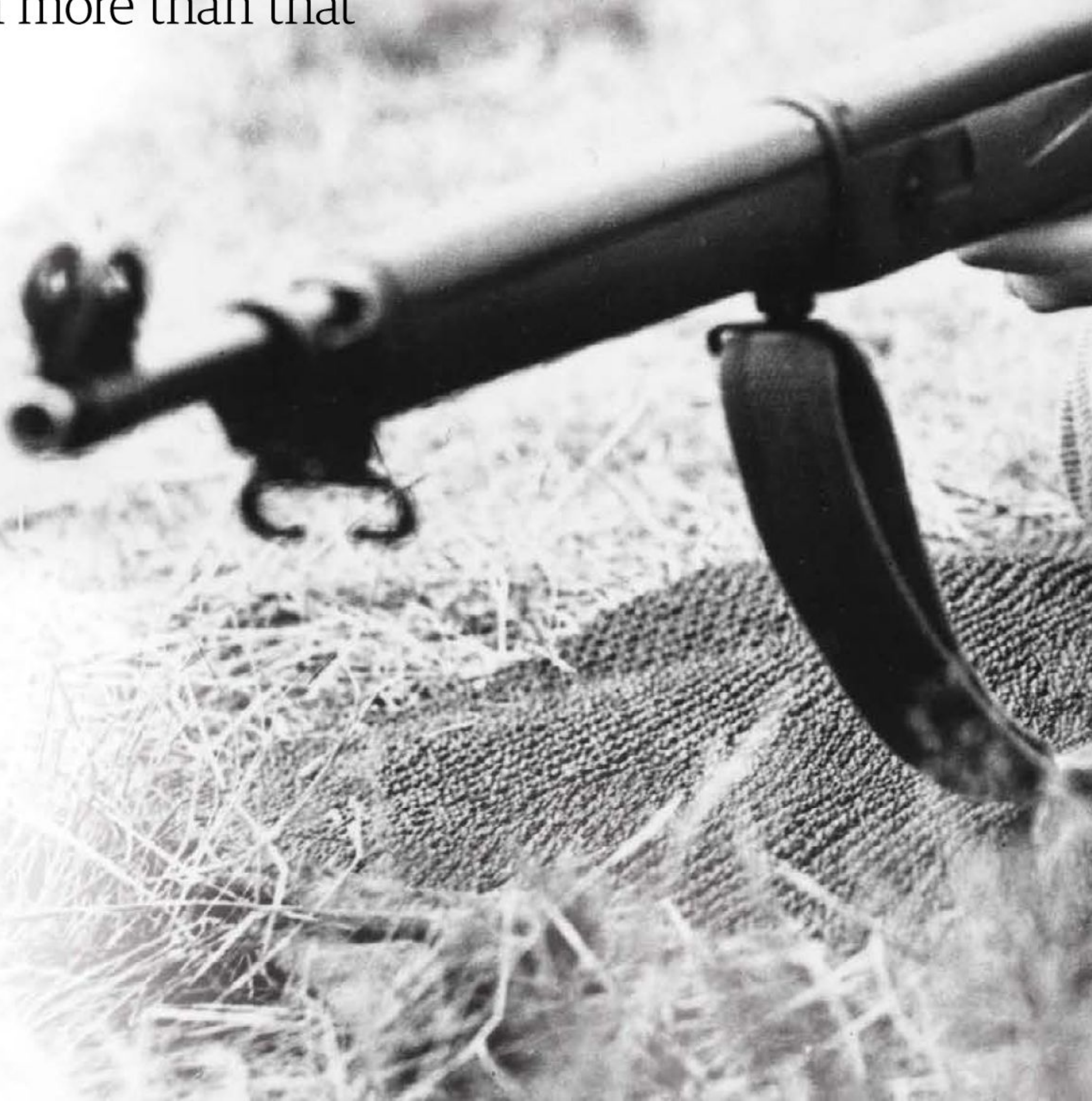
ARMED, DANGEROUS AND READY TO KILL

Britain's last line of defence wasn't the bumbling, elderly force portrayed in *Dad's Army* – it was so much more than that

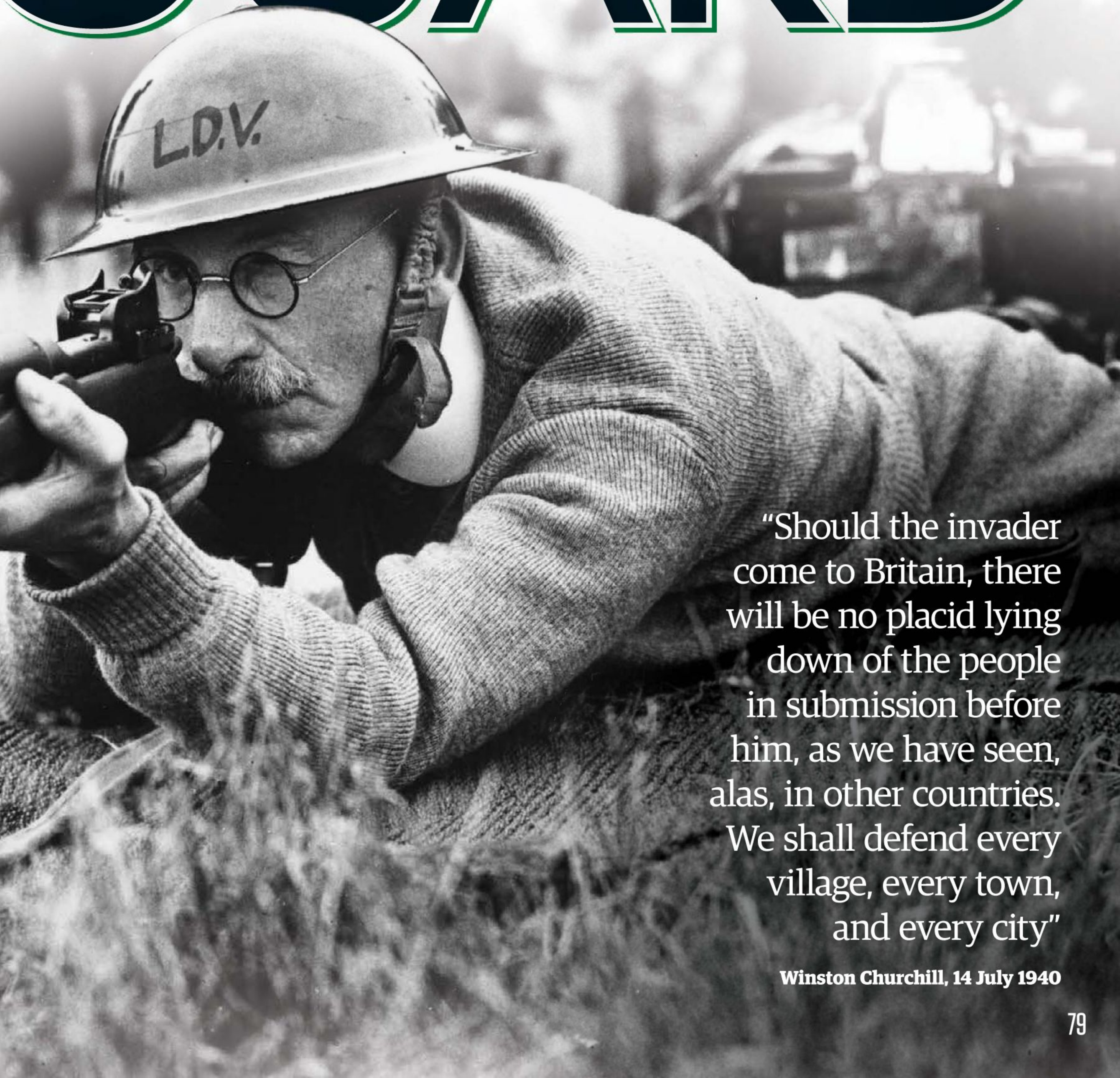
Written by Jack Griffiths

When thinking of Britain's World War II Home Guard, the antics of the likes of Mainwaring, Pike and Jones usually spring to mind. While the BBC sitcom classic *Dad's Army* raised awareness of the then little known Home Guard, its members were truly a different breed from the popular small-screen portrayal. As Hitler's Blitzkrieg stormed through France and reached the coast, there was a real risk of a German invasion of Britain. In this era of total war, all able-bodied men were conscripted to the armed forces, but those who were considered too old, too young or too unfit were left behind. Instead, they enlisted to defend Britain's borders as part of a Home Guard.

The government was shocked when 250,000 volunteers signed up within 24 hours. This was many more men than anticipated, and rose as high as 1.5 million by August 1940. The elderly and the youth were joined by others who hadn't gone to fight, such as farmers, teachers, grocers and railway workers. Even more recruits were persuaded to sign up by a series of propaganda campaigns. Despite earning nicknames like 'Look, Duck and Vanish', and the 'Broomstick Army', the Home Guard became an integral part of the nation's defence. The German invasion may never have materialised, but the Home Guard were ready to battle whatever the Third Reich threw at them. Who did you think you were kidding, Mr Hitler?



GUARD



"Should the invader come to Britain, there will be no placid lying down of the people in submission before him, as we have seen, alas, in other countries. We shall defend every village, every town, and every city"

Winston Churchill, 14 July 1940

THE CHANGING OF THE GUARD

How the small-scale Local Defence Volunteers morphed into a nationwide protective force

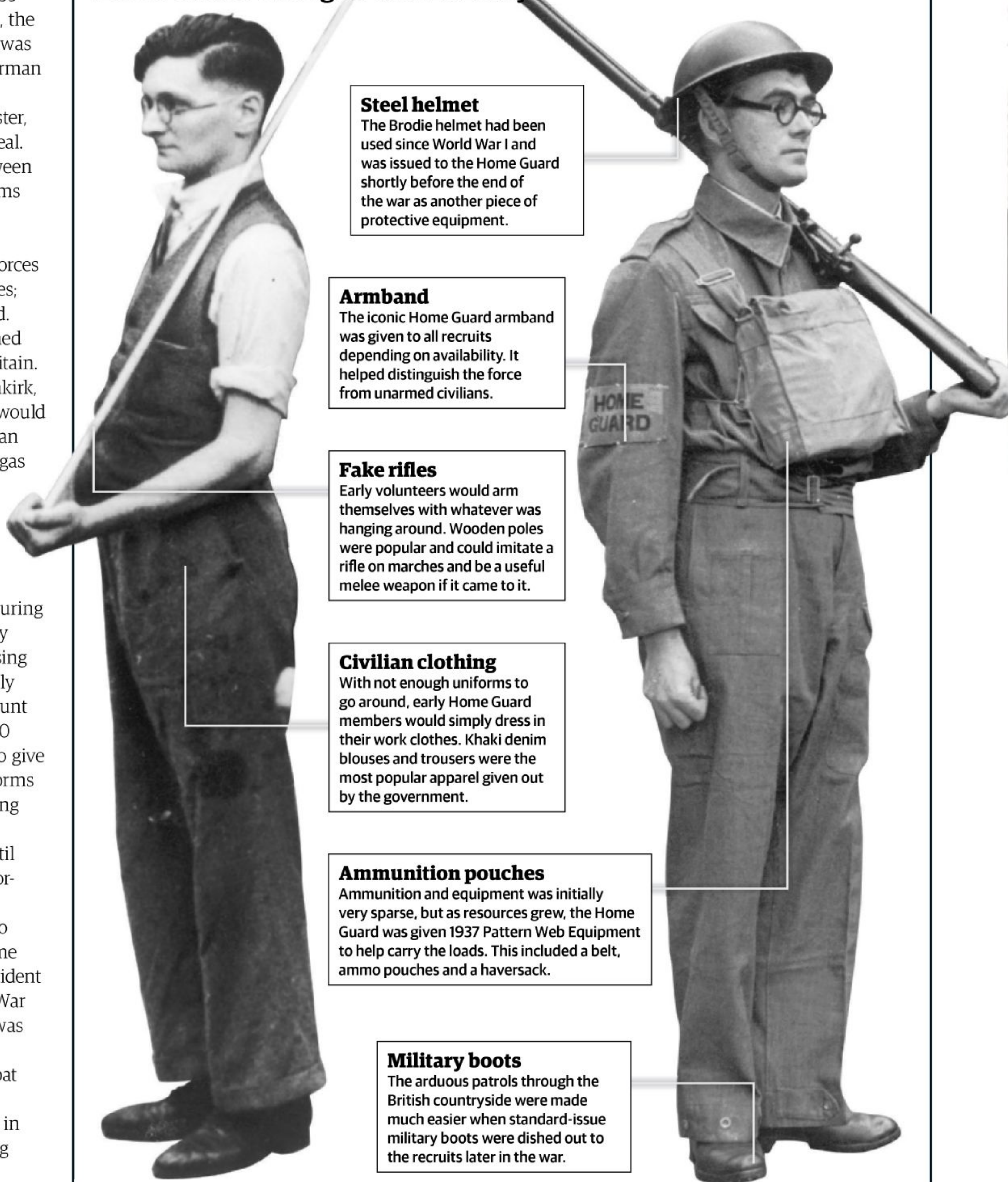
The origins of the Home Guard can be found in World War I with the Volunteer Training Corps, but the Local Defence Volunteers (LDV) was to be on a much larger scale than that organisation ever was. The formation of the LDV was suggested by future prime minister Winston Churchill in 1939 and the idea was passed to Sir John Anderson, the head of Air Raid Precautions. However, action was only sanctioned on 14 May 1940 when the German threat became real. The first rallying call went out that day when another future prime minister, Anthony Eden, broadcast an official radio appeal. All he asked was that volunteers be aged between 17 and 65 and able to fire a rifle. The call to arms was heeded by the British people.

The primary role of the LDV was to delay a German invasion and give the British armed forces enough time to shore up the country's defences; the title was soon changed to the Home Guard. The men were initially issued with what seemed like whatever was lying around in wartime Britain. 250,000 tons of supplies had been lost at Dunkirk, so the full might of the invading Wehrmacht would have to be repelled with a militia armed with an assortment of old hunting rifles, air rifles and gas pipes with bayonets on the end. Eventually, more conventional weapons were issued but they were still inferior to what was being used in continental Europe. The busy summer of 1940 saw members of the Home Guard watching over munitions factories, capturing shot down Luftwaffe airmen, checking identity cards, undertaking bomb disposal and organising roadblocks. This was all done despite there only being one rifle for every ten recruits. The amount of firearms was bolstered slightly when 20,000 were handed in after an appeal to the public to give up their personal firearms. Official khaki uniforms were first worn in the autumn of that year along with the iconic Home Guard armbands.

There was no set training of the recruits until a number of schools were set up. The instigator-in-chief, Tom Wintringham, made Osterley Park, Middlesex, his base of operations. Prior to Wintringham, a volunteer training for the Home Guard was four times as likely to die in an accident than their army equivalent. Under the World War I and Spanish Civil War veteran, the training was transformed. Wintringham and his comrades taught weapons handling, hand-to-hand combat and basic sabotage and guerrilla techniques. However, he was gradually sidelined, as many in government believed the politically left-leaning Wintringham was preparing an army to seize power. The government now took full control.

VOLUNTEER TO SOLDIER

In just four years, the role and the look of the Home Guard changed dramatically



Steel helmet

The Brodie helmet had been used since World War I and was issued to the Home Guard shortly before the end of the war as another piece of protective equipment.

Armband

The iconic Home Guard armband was given to all recruits depending on availability. It helped distinguish the force from unarmed civilians.

Fake rifles

Early volunteers would arm themselves with whatever was hanging around. Wooden poles were popular and could imitate a rifle on marches and be a useful melee weapon if it came to it.

Civilian clothing

With not enough uniforms to go around, early Home Guard members would simply dress in their work clothes. Khaki denim blouses and trousers were the most popular apparel given out by the government.

Ammunition pouches

Ammunition and equipment was initially very sparse, but as resources grew, the Home Guard was given 1937 Pattern Web Equipment to help carry the loads. This included a belt, ammo pouches and a haversack.

Military boots

The arduous patrols through the British countryside were made much easier when standard-issue military boots were dished out to the recruits later in the war.

Members of the Women's Home Defence Corps practise small arms fire under the supervision of a member of Britain's Home Guard, September 1942



HOME GUARD GIRLS

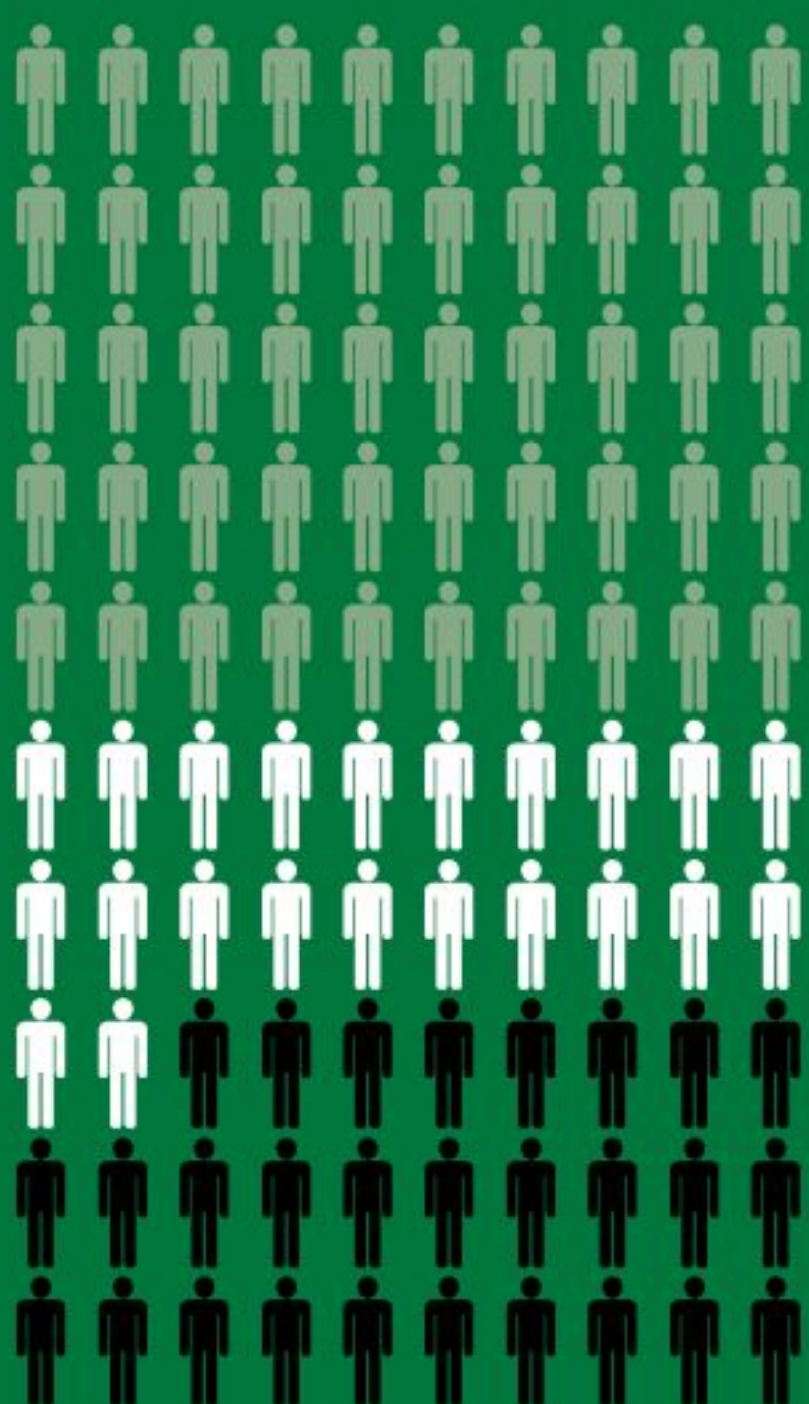
While men signed up in their droves, women had to fight for the opportunity to defend Britain

Officially women weren't part of the Home Guard, as it was the government's policy not to allow them to undertake combat duties. Instead, some worked illegally doing administrative jobs in the Home Guard, but many also joined the Women's Voluntary Service, the Amazon Defence Corps and the Women's Home Defence Corps. Mavis Tate, a Conservative MP, organised a petition with more than 100 signatures demanding equal membership and representation within the Home Guard. This failed, but as the war went on, the lines blurred and women were eventually allowed to help operate anti-aircraft batteries. Edith Summerskill was a leading advocate of allowing women to take part as much as possible and condemned the 19th-century attitude of the "masculine War Office". Change came in December 1941 when the Second National Service Act enabled single women and childless widows between the ages of 20 and 30 to be called up. In April 1943, the War Office allowed women to join the Womens Home Guard Auxiliaries. They would receive training similar to men, and many recall undertaking exercises in the dead of night and crawling in muddy meadows as practice for a possible German invasion.

The Home Guard had added another string to its bow.

WHO WERE THE HOME GUARD?

Forget Dad's Army - there were as many lads as there were dads



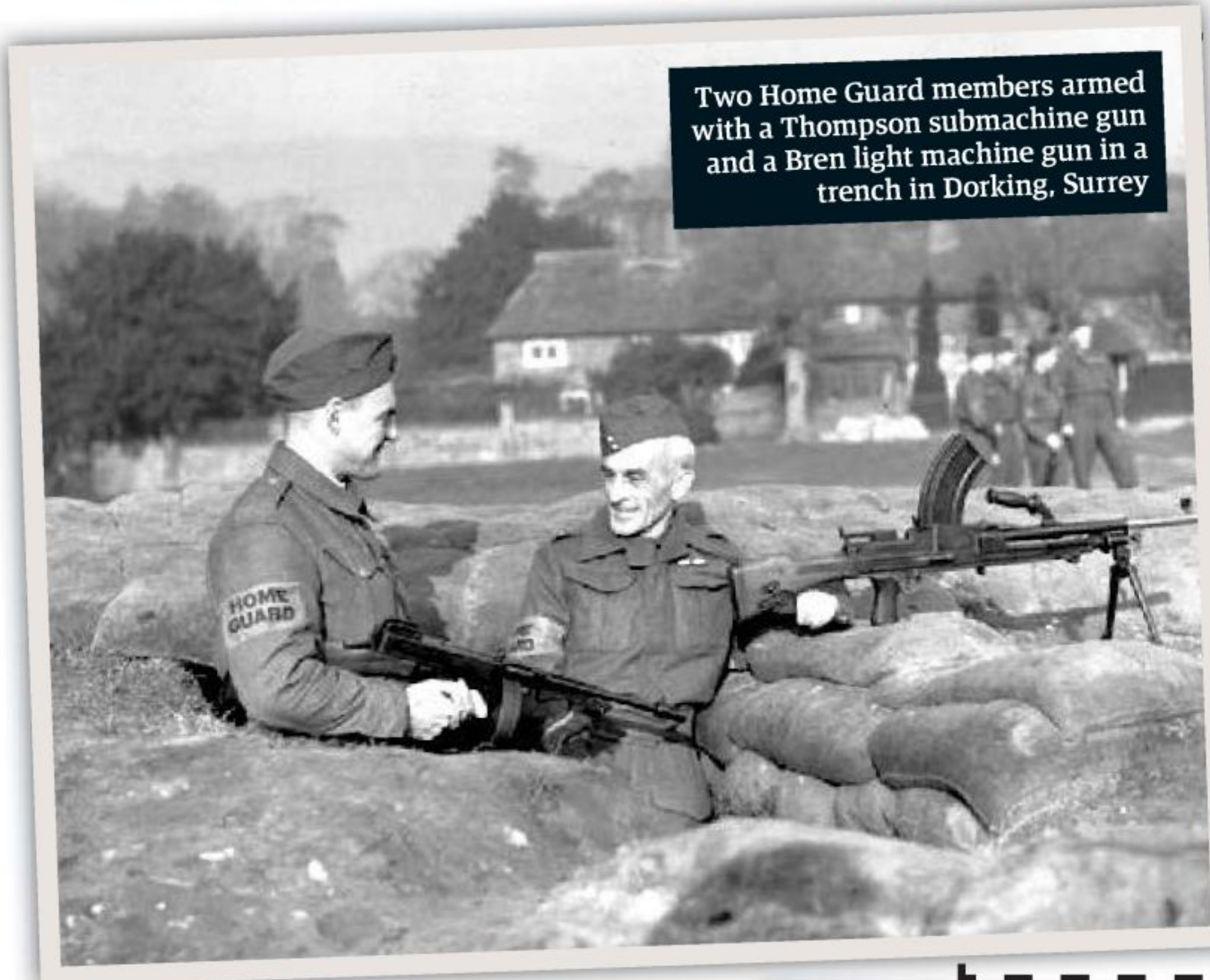
■ 50% aged 28-65
■ 22% aged 19-27
■ 28% aged 17-18

A Browning machine gun on a car trailer during a road exercise in 1942



TRAINING

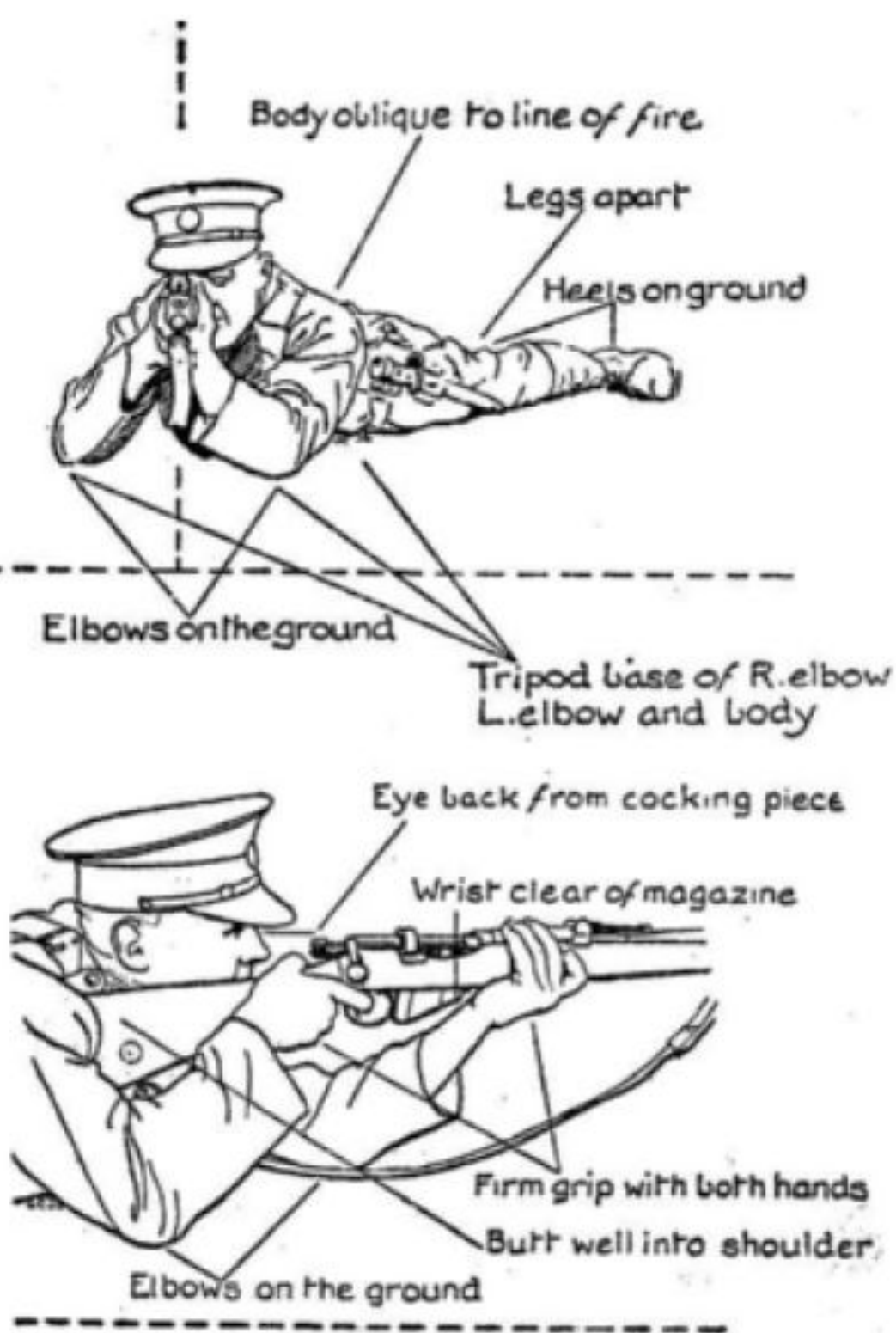
The drills and discipline that transformed the Home Guard from ragtag militia to defence force



Two Home Guard members armed with a Thompson submachine gun and a Bren light machine gun in a trench in Dorking, Surrey

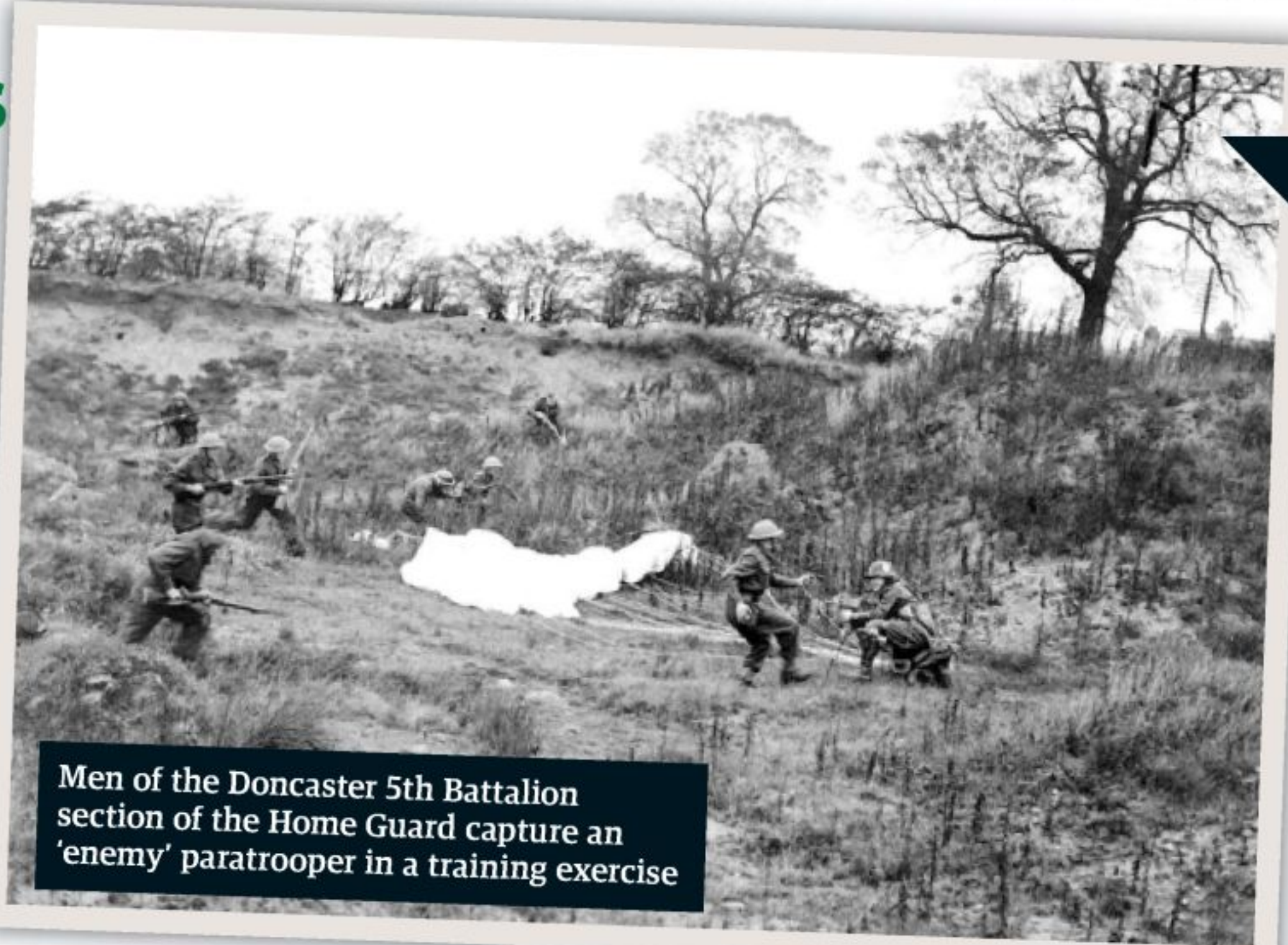
Weapons training

All recruits had to be adept at firing both single-shot and semi-automatic rifles. Training was undertaken in a military style with inspections and examinations of the cleanliness and working order of each soldier's weapon. When wielding firearms in the field, recruits were expected to place five rounds in a tight grouping. They were taught how to disable a target from a standing, crouching or lying position while also conserving ammunition. Using cover and judging the distance of an enemy was a central part of the teaching, as the men of Britain truly became soldiers.



Communications

Every guardsman was trained in both Morse code and semaphore. When travelling was required, members of the Home Guard were advised to make ground as quickly as possible over open spaces, with any movement at night a last resort that had to be meticulously planned during daylight hours. Verbal communications for use by runners in the heat of battle were practised with no margin of error allowed, for they needed to be utilised on the battlefield. On patrol, formations gave protection to the front and flanks with scouts positioned ahead to send warning of enemy troops.



Men of the Doncaster 5th Battalion section of the Home Guard capture an 'enemy' paratrooper in a training exercise

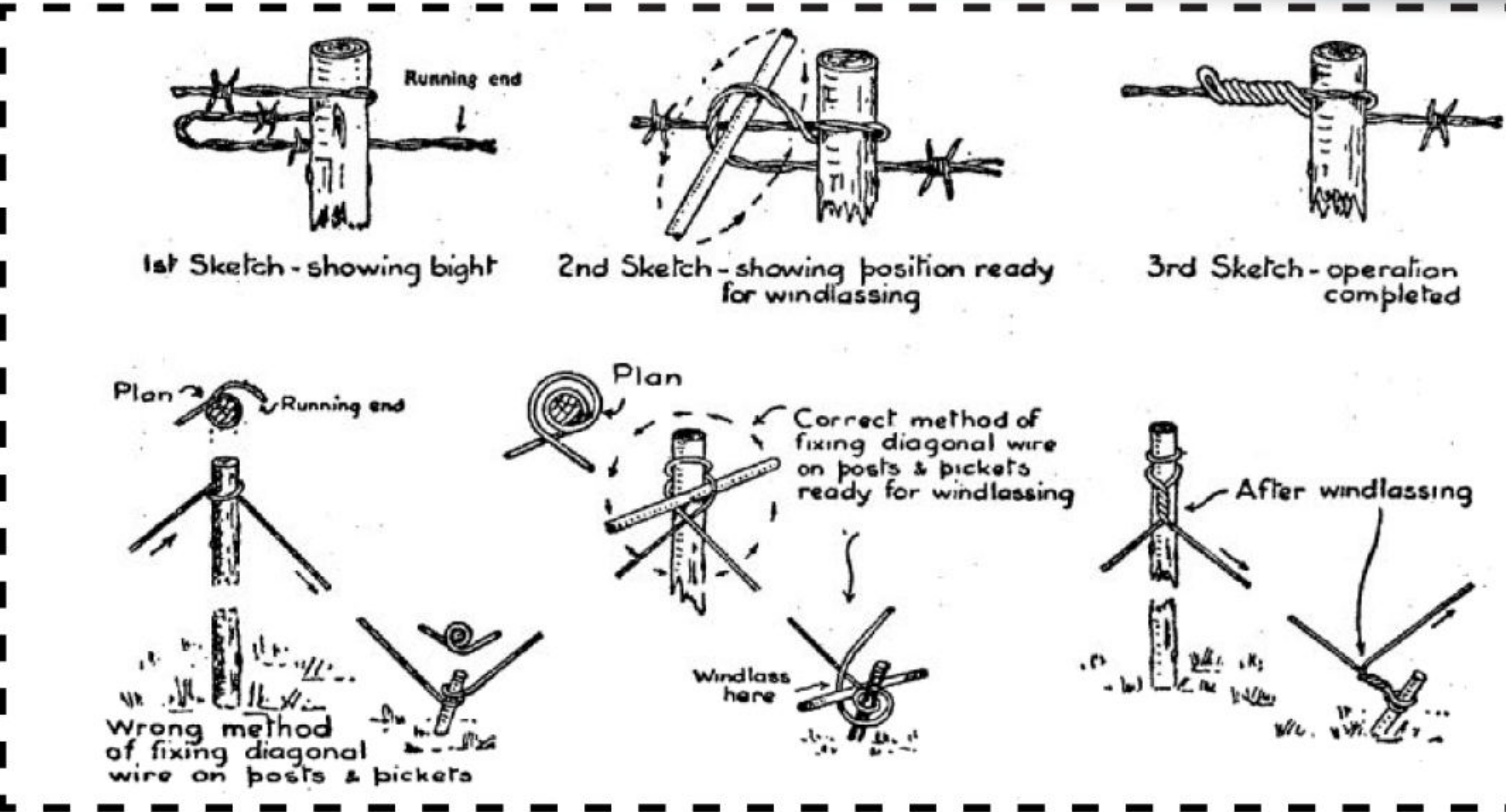
HANDY GERMAN PHRASES

The Home Guard were taught basic German to use in case of invasion

English	German
Stop	Halt
Hands up	Hande Hoch
Put your gun down	Pistole Ablegen
Turn around and walk	Umkehren weiter Marschieren
Surrender	Aufgeben

Fieldcraft

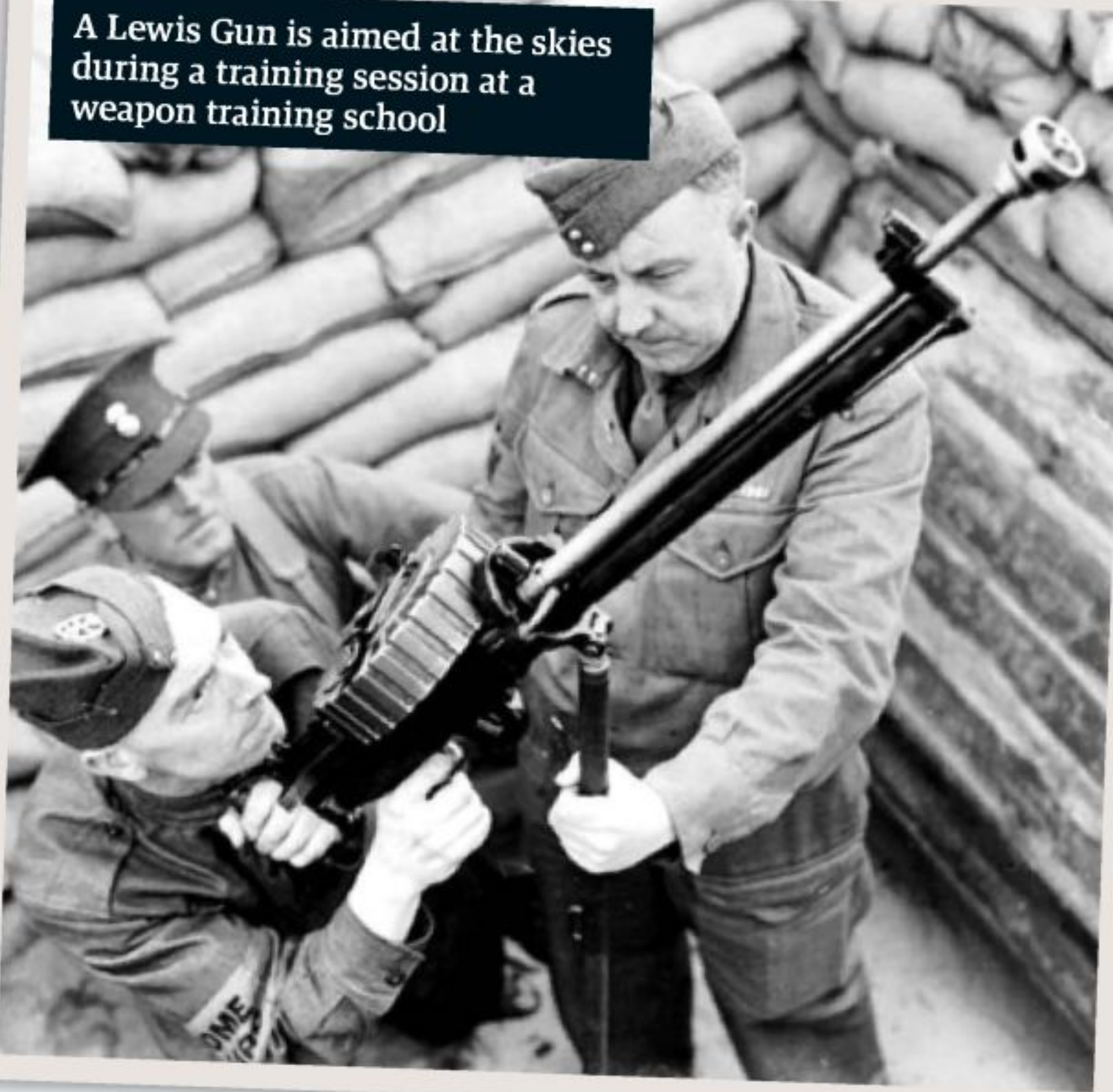
Being able to read a map was essential within the Home Guard. If the Germans arrived and started marching through the Home Counties, expert knowledge of the surroundings was invaluable. For use in the field, first aid was taught to every member along with more elaborate skills. Weapon pits, wiring and the construction of booby traps were just some of the methods used to make the English countryside a minefield in the face of a potential German Blitzkrieg. The intensity of the training depended on the physical capabilities of the volunteer as well as the local conditions and state of national urgency.



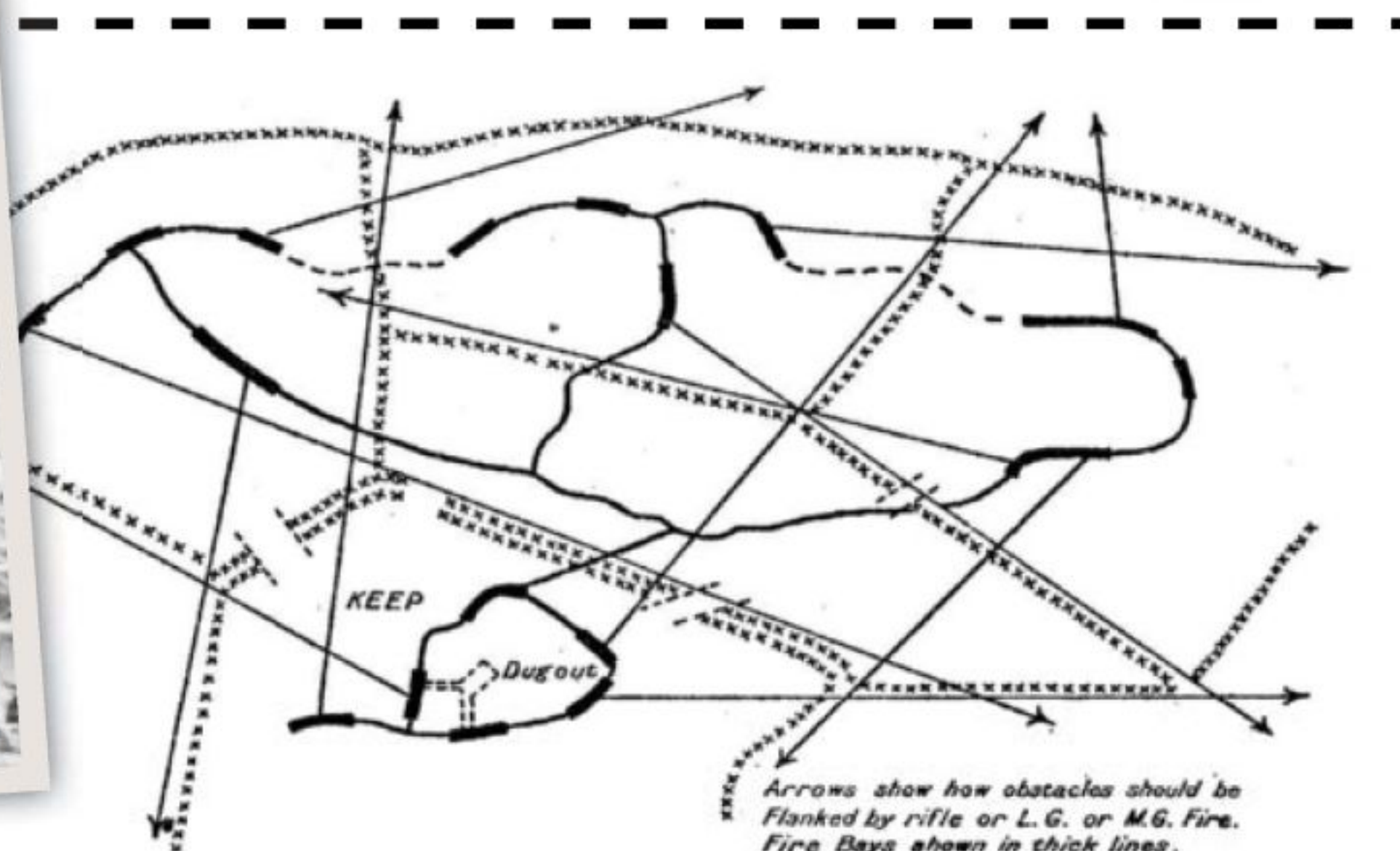
Anti-aircraft action

While on the march, rifles would be charged with ten rounds and sights set to 450 metres (1,475 feet). Volunteers were told to expect quick yet repeated Luftwaffe attacks that could be silent until close. Taking cover from reconnaissance planes was heavily recommended as well. The Home Guard commanders were made responsible for their battalions and were warned in advance about how exhausting their work could be. Fire control against aircraft was achieved through word of mouth, and the platoon sergeants were told not to fire their weapons and instead relay commands.

A Lewis Gun is aimed at the skies during a training session at a weapon training school



A member of the Home guard hides in the undergrowth with his Hotchkiss gun



Defensive systems

The Home Guard would be no match for the Wehrmacht in a fire fight, so defensive systems and earthworks were a key part of preparation. The key to a victory would be wearing out the enemy and gaining as much

time as possible. Forests were considered to be an effective way to defend a location and would be entangled with wire and surrounded by trenches when training for a German attack. Prior to inland battles,

coastal field defences would be set up to resist potential landings from the Kriegsmarine. Further entrenchments would be constructed to prevent encirclement from German shock troops.

Street-to-street skirmishes

As well as forest and coastal battles, the Home Guard were taught to take the battle to invading armies. Concealed street fighting, especially an ambush, was the preferred method of attack and rifles were dropped in favour of pistols and submachine guns for close-quarters fighting. Houses would be entered as quickly as possible and each room handled by two men to flush out the attackers. The other method was open street fighting and involved running battles on the streets and through buildings. This was not recommended.



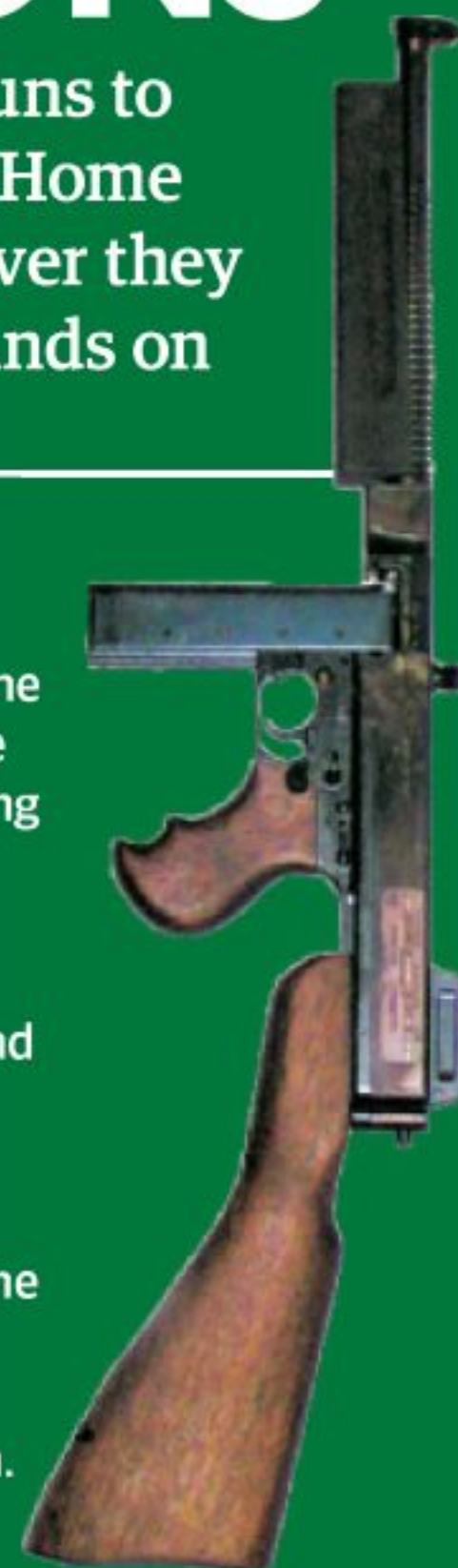
Men take cover behind a post box during a street fight exercise as they defend a town

IMPROMPTU WEAPONS

From Tommy guns to metal pikes, the Home Guard used whatever they could get their hands on

THOMPSON MACHINE GUN

A variety of submachine guns were used by the Home Guard depending on availability. The American Thompson was a popular choice but was in high demand for the conventional army so was not wielded often. It was used more by the Home Guard later on in the war, when the Allies acquired the Sten Gun.



NO.4 LEE-ENFIELD

A slight improvement on both the P17 and the Ross rifle, the Lee-Enfield utilised a fast bolt-action system. It was an upgrade on the .303 SMLE that was used extensively by the British Army in World War I. It was one of the best weapons available to the Home Guard.



LEWIS GUN

The Lewis gun was both light and portable for a heavy machine gun but was prone to stoppages when its pan-shaped magazine was struck. Like many of the Home Guard weapons, it originated from World War I and would be overpowered by the likes of the MG 34 and the MG 42 if engaged in a fire fight.



WOODEN STICKS

A shortage of firearms and the low calibre of the recruits meant weapons weren't always brandished. In training sessions, sticks were used to simulate a rifle. After training, guns would be used but there was still a place for hand-to-hand combat, with many carrying truncheons or the infamous Croft's Pike.



EXPLOSIVES

The most sophisticated explosives were generally out of reach for the Home Guard, so members were forced to use more primitive equipment. Molotov cocktails from the Spanish Civil War were a favourite as were pipe bombs and jam tin grenades, which could do a good job of flushing out the enemy.

HOME GUARDS AROUND THE WORLD

The LDV wasn't the only force entrusted with defending its country



VOLKSSTURM

The People's Home Guard are most famous for their last ditch attempts to salvage the Third Reich in the Battle of Berlin. Males aged between 13 and 60 were conscripted but were severely undermanned and underequipped.



VOLUNTEER DEFENCE CORPS

The Australian version of the Home Guard, the VDC was under army control during the war. Much like their British equivalent, they protected military bases, practised guerrilla warfare and defended coastal areas.



VOLUNTEER FIGHTING CORPS

In Japan, it was decreed the entire population would get behind the war effort. The organisation was founded in March 1945 and helped with war production before being reformed as a militia when the Allies got closer.



BLACK BRIGADES

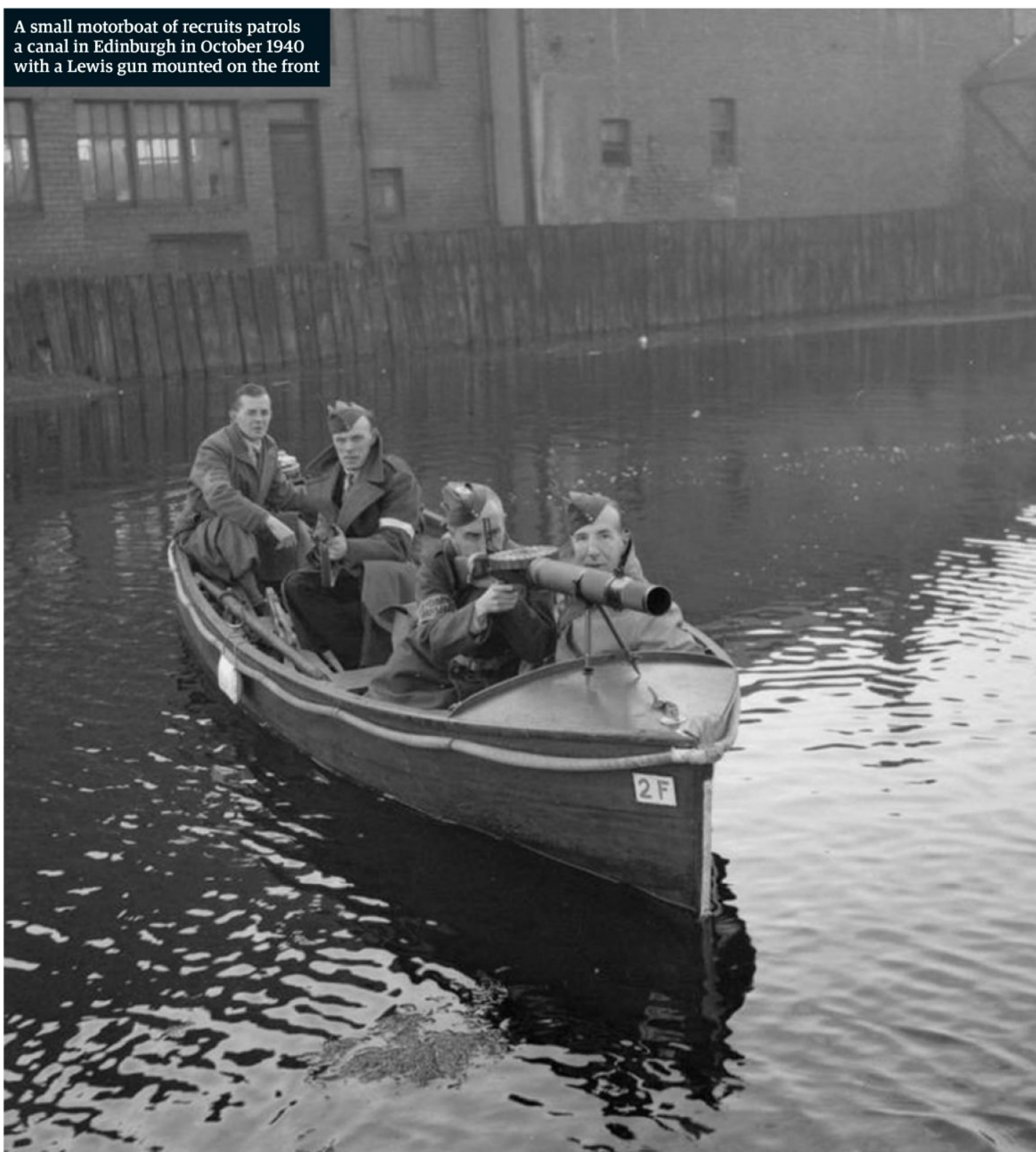
Arising when Fascist Italy was on its knees in 1943, the Black Brigades were an attempt to replicate the Squadristi from Mussolini's rise to power. They had little training but fought on against the Allies and Italian partisans.



Two members of the 4th Battalion of the East Riding Home Guard scramble out of a river after an exercise in full kit

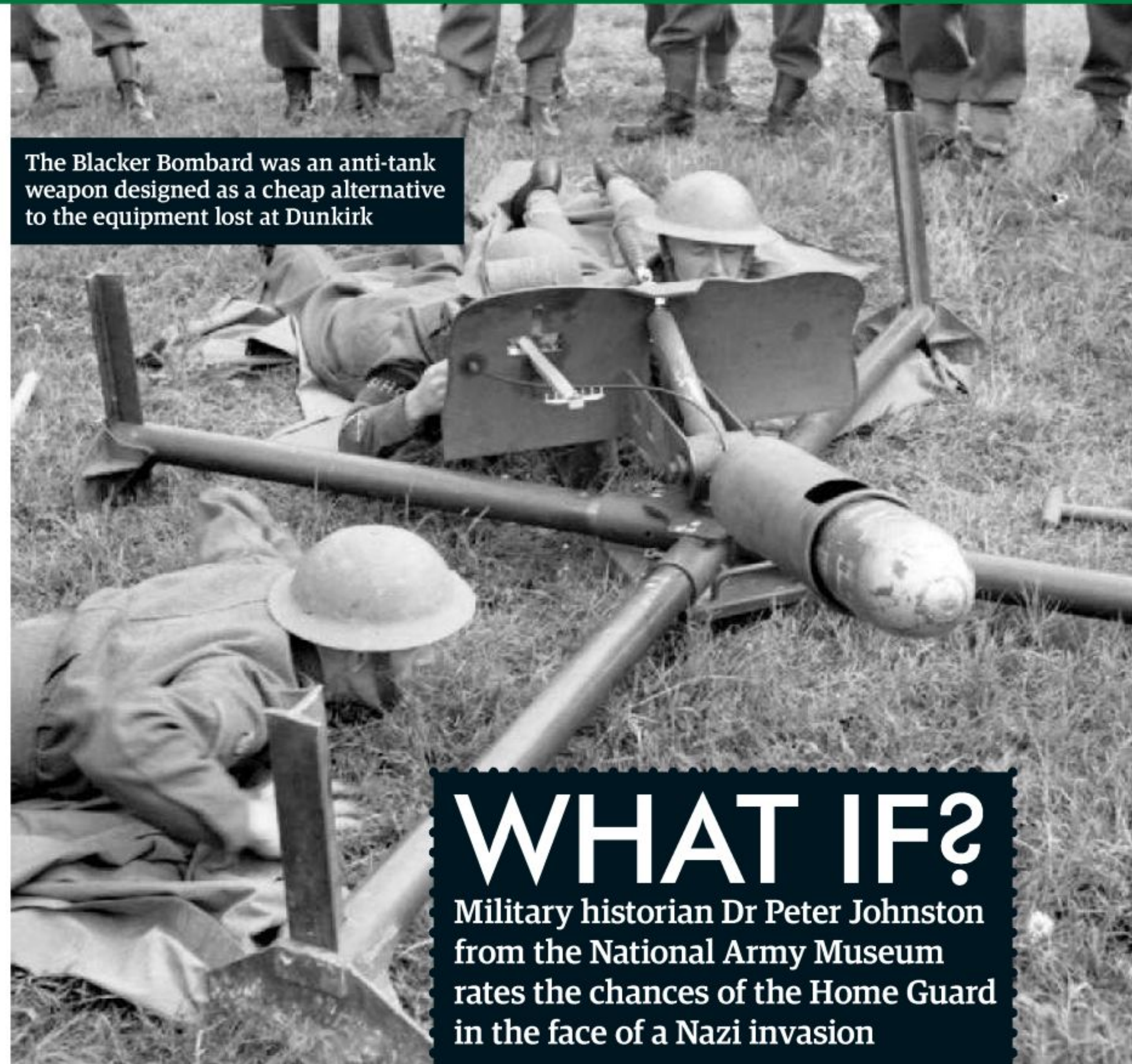


A small motorboat of recruits patrols a canal in Edinburgh in October 1940 with a Lewis gun mounted on the front





A mounted patrol ready for inspection in between patrolling the Welsh valleys



The Blacker Bombard was an anti-tank weapon designed as a cheap alternative to the equipment lost at Dunkirk

A FAIR LEGACY?

Has the Home Guard been accurately represented?

Despite not having to contend with an invasion, the Home Guard performed their tasks admirably. As Britain's overseas military commitments escalated, they increasingly became the sole line of home defence and their numbers swelled to 1.7 million at its peak. After the likelihood of a German invasion ceased, much of their job was done, and on 20 May 1941, the first anniversary of the group's creation, the Home Guard were given the privilege of mounting guard at Buckingham Palace – an honour that many older and more illustrious regiments have never been afforded. Later in the war, the organisation received a second wind with the coming of the Luftwaffe and V weapons. The Home Guard helped the army strike down the deadly flying bombs and their efforts went a long way in helping defend London from these deadly attacks. Their deployment as anti-aircraft gunners helped ease the pressure on the army, with soldiers able to be utilised elsewhere, and they worked with the RAF to help bring down the V-1 rockets.

Therefore, the lifespan of the Home Guard can be split into two: during the early stages of the war, it was more of a ragtag militia, but in the middle to later parts of the conflict, it effectively became an army auxiliary unit. Historian Roger Day is of the opinion that *Dad's Army* is a more faithful representation than many believe. "It was written as a comedy to amuse people but a lot of what they talk about really did happen. They've just exaggerated it to make it more amusing."

Day went on to explain that his father was in the Home Guard and that the escapades carried out in Walmington-on-Sea were simply exaggerated versions of what really went on. Day said: "One story that he told me was that shortly after the Home Guard had been formed, he went off on patrol and all they had between half a dozen men was a shotgun and a stick. They saw a light in the distance and assumed it was fifth columnists making a signal to the Germans. They crept on it and eventually charged only to realise that it was the glowing embers of a bonfire."

Dad's Army helped raise awareness of the Home Guard, but one thing it didn't do was explain just how important it was to morale in Britain. World War II is sometimes known as the People's War and the immense amount of recruits for the Home Guard demonstrated the national resolve in Britain. The organisation cost a reported £1 million a month to finance – a tiny portion of the total military expenditure (the UK's defence budget was a massive £86 billion a year until 1944) – but it nevertheless demonstrated that the government was totally behind the project.

The RAF victory in the Battle of Britain and the failure of Operation Sealion meant that this backup force was never required to fight the invaders up close as was originally intended. It was officially stood down in December 1944, when the threat of invasion had long since subsided. 1,206 men from the Home Guard died defending the country.

WHAT IF?

Military historian Dr Peter Johnston from the National Army Museum rates the chances of the Home Guard in the face of a Nazi invasion



The enduring public perception of the Home Guard matches that of the popular TV show *Dad's Army*: a ragtag defence force of officious, elderly men playing at soldiers. The reality, however, was very different. By the end of July 1940, there were more than a million volunteers. Among these were, it is true,

many men who were otherwise too old for military service, but many were also fit, young men who were in reserve occupations. Of the County Durham Home Guard, half of the volunteers were under 27 and a third of them were under 18. Of the older men who joined the Home Guard, many were veterans of World War I who had direct combat experience. The Home Guard drilled twice a week, was trained by the regular army, and was probably the equivalent of the Territorial Army today in a relatively short space of time. But while undoubtedly committed, the question remains as to how effective they would have been had the German's invaded in 1940.

Initially the Home Guard was poorly armed and the idea was that they would act as a secondary defensive force behind the army. To defend Britain, the Home Guard would have had to fight German troops, who had pioneered and mastered Blitzkrieg warfare. Fighting them head-on would have involved enormous casualties for little gain, so the Home Guard was re-imagined as a guerilla force if the Germans did land. The plan for Operation Sealion called for a landing force of 67,000 German soldiers along with an airborne division to land behind the beaches. The main initial battlegrounds would have been in Sussex and Kent, and once the bridgehead was secure, the Germans would push north, take Gloucester in the west and encircle London. The German plan estimated that if they advanced as far as Northampton, the UK would surrender. Initially, the Home Guard would have been able to accomplish little, but would undoubtedly have fought with great commitment. But the longer the delay in the invasion went on, the stronger the Home Guard, and British forces overall, became, and better able to resist any prospective assault.

REVIEWS

All About History on the books, TV shows and
films causing a stir in the history world

EISENHOWER'S THORN ON THE RHINE: THE BATTLE FOR THE COLMAR POCKET, 1944-45

Comprehensive but cumbersome

Author Nathan N Prefer **Publisher** Casemate **Price** £19.99 **Released** Out now

From a British perspective, much of the discussion centred on the events of World War II is inevitably geared towards the events in which we were directly involved: Dunkirk, the Blitz, the Battle of Britain, D-Day and so on. Subsequently, it's easy for events like the 1944-45 battle for the Colmar Pocket to get overlooked, which makes books like this one all the more intriguing.

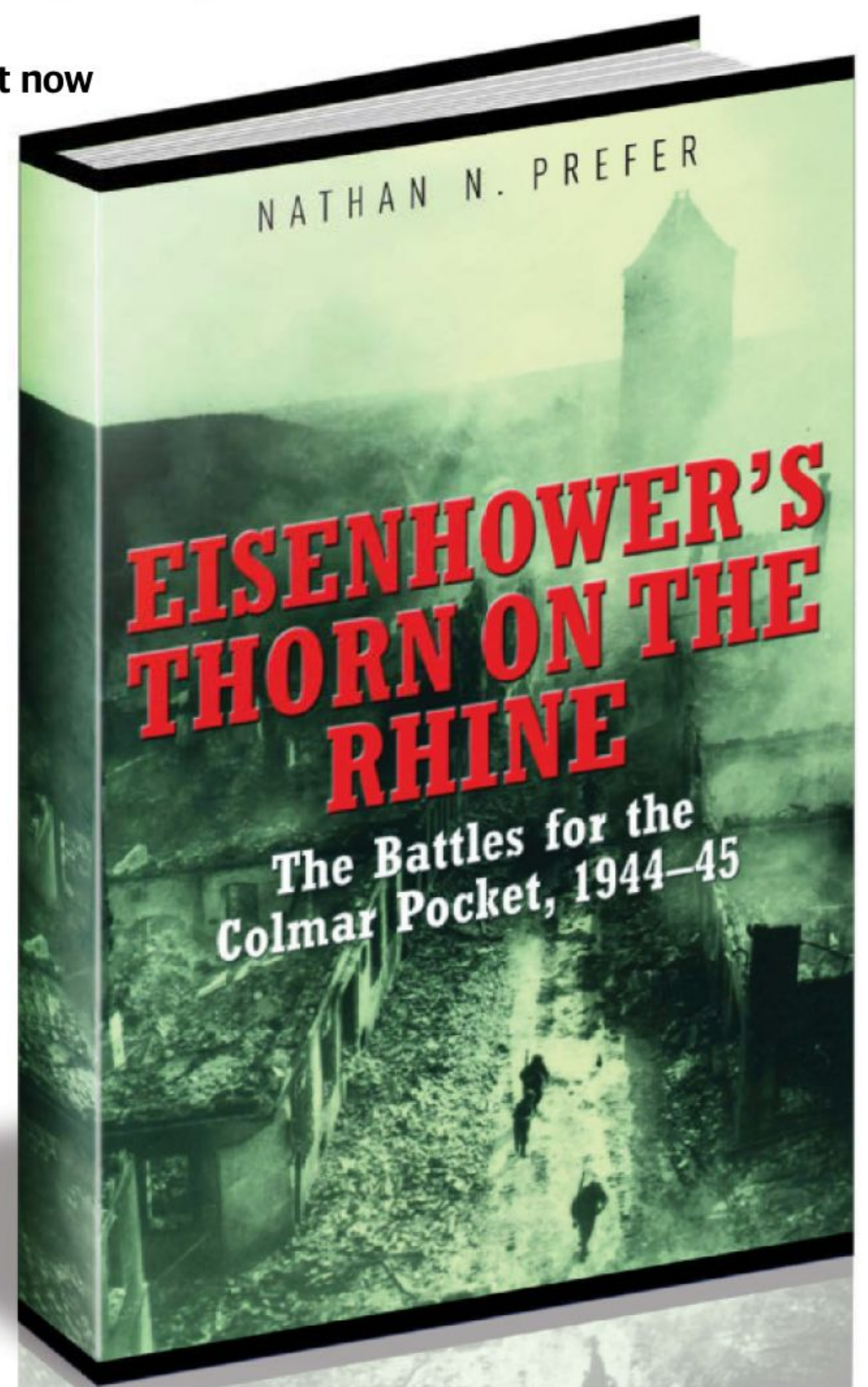
With the Allied forces having had things pretty much their own way since the Normandy landings, they eventually encountered dogged German resistance in the form of the snowy Ardennes and the area in the central Alsace region of France known as the Colmar Pocket. While the former obstacle was eventually overcome, the latter proved to be a much sterner test for the French and American forces, with the outnumbered German 19th Army, representing pretty much the last line of defence before Germany itself, holding on in the face of overwhelming odds.

Such an overshadowed and overlooked part of history deserves a fittingly excellent book to tell its story, but unfortunately this isn't it. The history of the campaign is convoluted and complicated, with numerous military leaders and regiments on both sides becoming involved somewhere along the line, making things hard to follow. The narrative style itself doesn't make the reading experience any easier by being dry and flat, for large stretches of time comprising a description of events and casualties, punctuated occasionally by detailing the exploits of a (usually Allied) soldier.

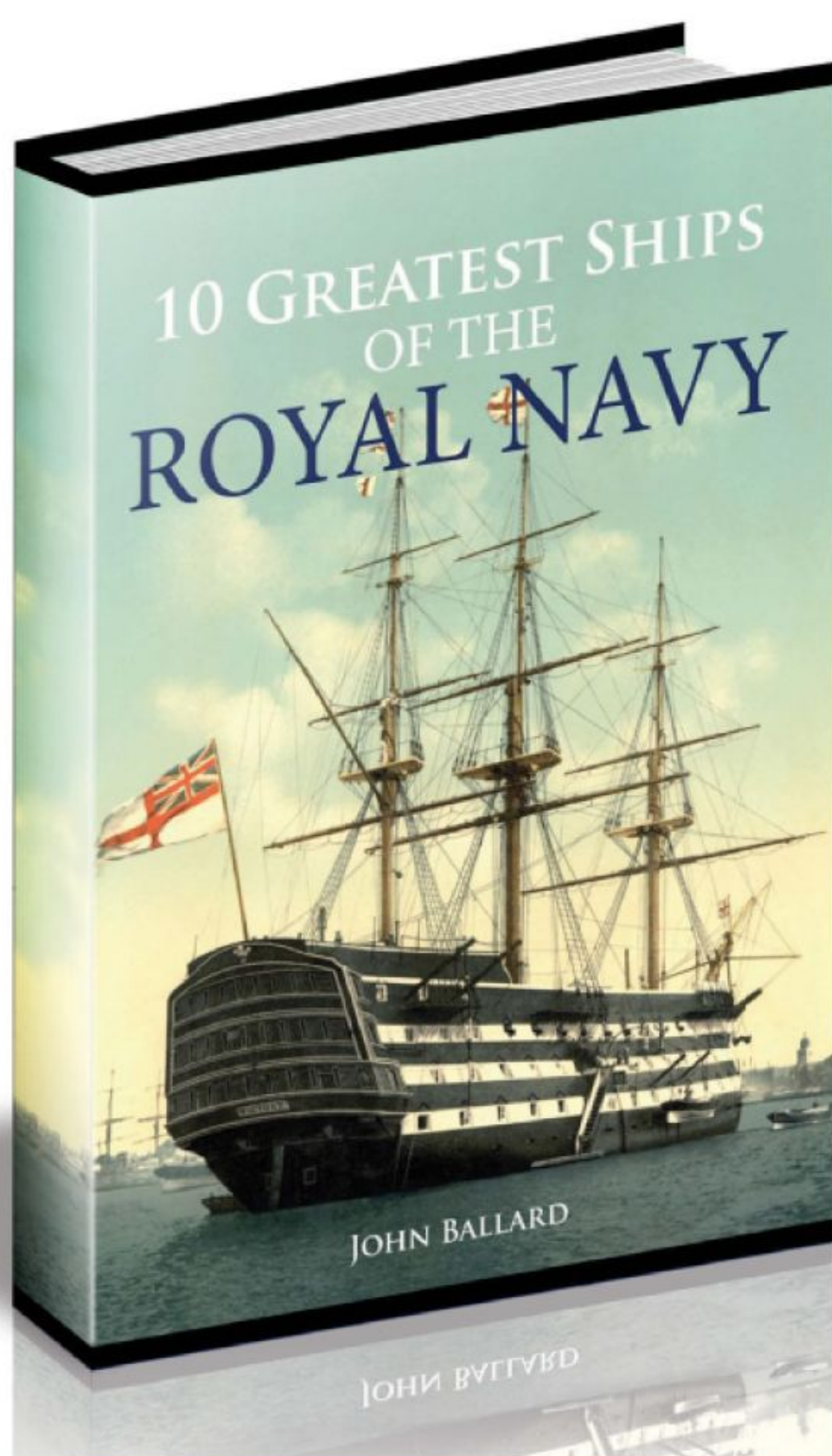
A book such as this needs frequent interludes in the form of commentary and first-person accounts to keep things fresh and break up the narrative, but to *Eisenhower's Thorn On The Rhine's* detriment, this isn't done anywhere near enough. The result is a nigh-on impenetrable wall of information being presented to the reader, with frequent re-reads being necessary before this obstacle can even begin to be scaled.

Moreover, very little in the way of context is provided throughout. Everything seems to take place in its own little bubble, away from the events of the wider war that was going on at the same time. It perhaps would have been nice to compare reporting of events with the actual reality of what was happening, but such is the focus on the main story that at some times it feels as though the bigger picture is being missed. There are occasional nods towards Germany's eventual implosion by way of anecdotes depicting Hitler's various haphazard interventions in the decision-making process of his generals, as well as the odd mention of disagreements among the American ranks, but there is very little beyond that.

This probably functions perfectly well from an academic standpoint, providing a suitably comprehensive chronology of this theatre of the European war, but beyond that there is little to enjoy for the more casual reader. Shorn of sufficient historical context and a decent conclusion (the one here feels more like an obligatory addition than a satisfying resolution), what you have feels rather languid.



"Such an overshadowed and overlooked part of history deserves a fittingly excellent book to tell its story"



10 GREATEST SHIPS OF THE ROYAL NAVY

Meet the vessels that helped Britannia rule the waves for centuries

Author John Ballard **Publisher** Amberley **Price** £15.99 **Released** Out now

Britain's rise to global dominance owed as much to the Royal Navy as it did the Industrial Revolution. The power of its naval fleet allowed British factories to ship their goods across the seas without threat for more than 150 years, during which time it was the world's most powerful force. The navy prided itself on the advanced technology built into their ships – they could outgun, outrun and outmanoeuvre anything their rival nations could throw at them. The British government recognised that the might of their navy gave them a huge strategic advantage; a law was written that ensured Britain's navy had as many battleships as the next two largest navies combined, in an effort to maintain their ocean prowess for as long as possible.

From Nelson's flagship at Trafalgar, HMS Victory, to the flagship of the Falklands War, the HMS Invincible, this book delves into the stories

of ten of the most famous ships ever to form part of the Royal Navy's arsenal. Throughout, each ship is examined in the context of its time, looking at why it was so important. Key statistics and technical aspects are also mentioned, allowing you to compare each ship as you read.

The author's passion for maritime history is clear from the off; a book of this sort requires a huge amount of research and it's obvious that Ballard has put in the hours.

It offers a unique insight into not only the Royal Navy's history but also the history of Britain, telling it through the eyes of the most significant ships in the nation's past. The photographs are a very nice touch, helping to bring the informative text to life. Having said this, it would have been nice to have a few more images of the captains of these gigantic vessels. Without them, these ships would not have played such an important role in British history.

GUNS OF THE THIRD REICH:

THE SMALL ARMS OF HITLER'S ARMED FORCES 1933-1945

A journey through the sophisticated weaponry brandished by German soldiers in the years of the Third Reich

Author John Walter **Publisher** The History Press **Price** £20 **Released** Out now

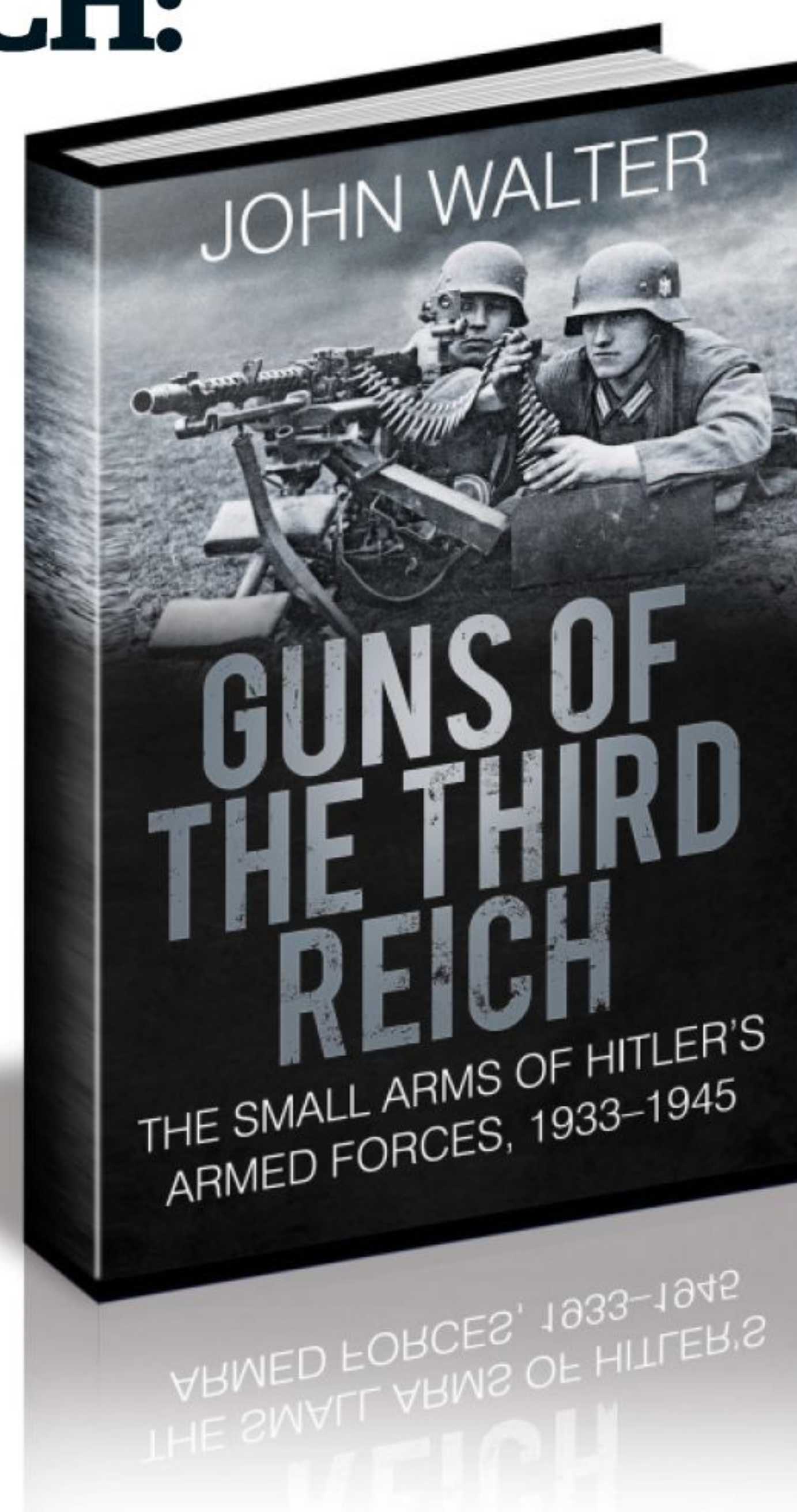
Since its fall, the Third Reich has fascinated many, not least due to the innovative weaponry wielded by the Wehrmacht. Hitler's Blitzkrieg was undertaken with some of the most modern firearms of the era and *Guns Of The Third Reich* details them all, from the Walther PPK to the MG 42. Written by firearms expert John Walter, the book focuses on the small arms that were used and covers the whole interwar period as well as World War II, so the book contains as many Maxim 08s as it does FG 42s

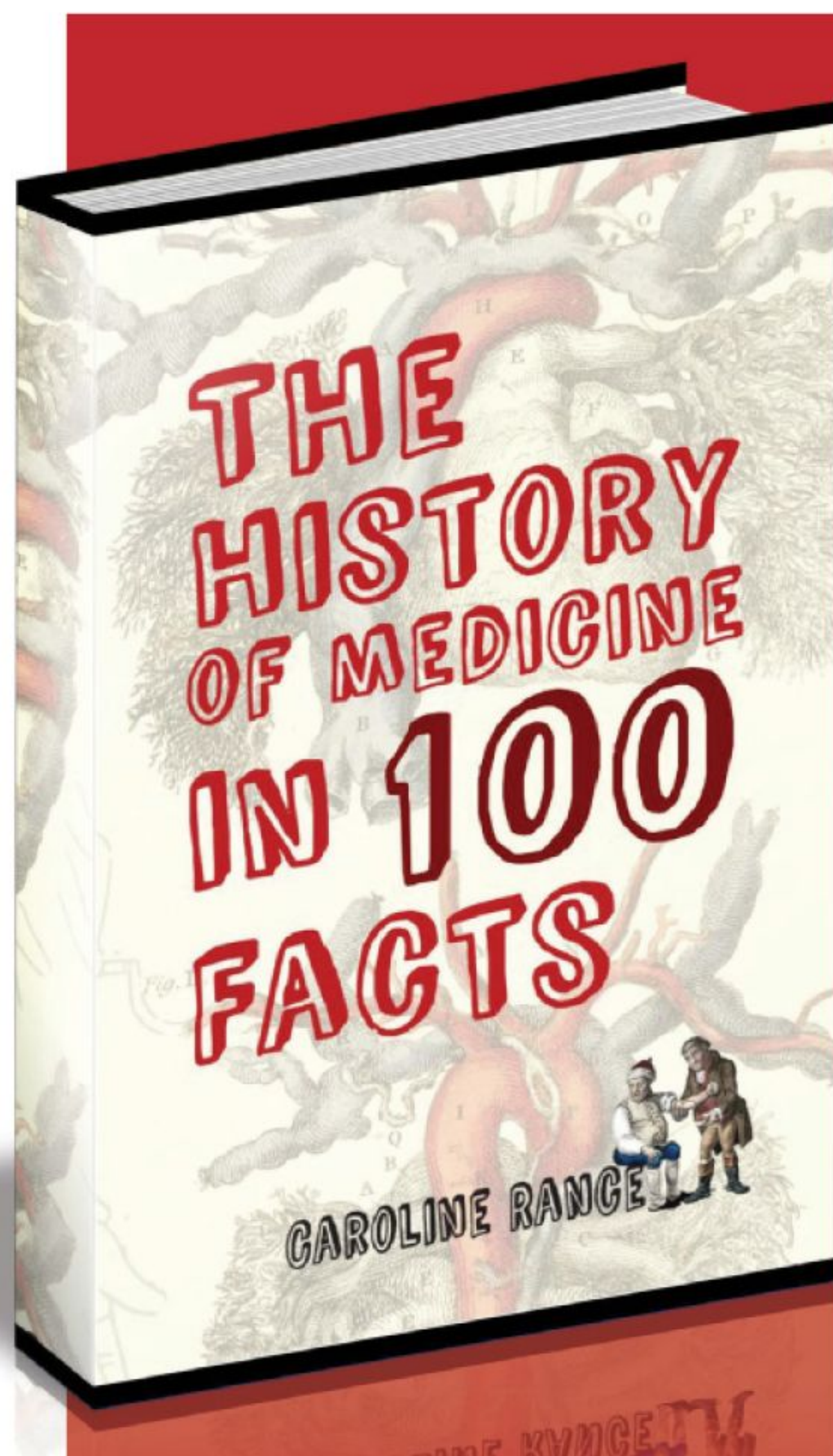
The book's prologue goes into detail about the effect of Versailles and the Nazi-instigated German backlash as well as touching on the wackiest guns the Third Reich had to offer (the Vortex gun anyone?). However, the book soon gets down to business and quickly dishes out the main course, and the Waffen come thick and fast with detailed explanations as well as original sectional drawings

from the era that get right into the mechanisms of the sophisticated weaponry.

Guns Of The Third Reich is laid out chronologically, which is by far the best way to handle things. Through the text you can see the evolution from clumsy early machine guns through to sophisticated assault rifles and handguns. Walter keeps the description fresh and interesting and it's fascinating to note how much the Versailles Treaty infuriated sections of German society and how the Spanish Civil War was essentially used as a training arena for the Third Reich's weapons.

This detailed analysis does a great job in keeping the book going, preventing it from becoming simply a handbook. As an added bonus, Walter even includes the weapons the Germans captured from occupied territories. An excellent all-round book, this is a must for anyone studying the Third Reich war machine.





THE HISTORY OF MEDICINE IN 100 FACTS

A quick history of medicine's highs and lows

Author Caroline Rance **Publisher** Amberley **Price** £7.99 **Released** Out now

As part of the quirky and concise *100 Facts* series from Amberley Publishing comes the new addition by Caroline Rance, *The History Of Medicine In 100 Facts*. To summarise a long process of trial and error, including eureka moments and headache-inducing blunders (like treating that headache by drilling a hole in your skull), the pocket-sized book chronicles notable events, discoveries and practices throughout time.

Each fact is allowed one to three pages to provide the background of said fact, be it number 73, "The First African American Woman Doctor Graduated in 1864", or number seven, "Ancient Egyptian Medical Specialists Included the 'Herdman of the Anus'". Needless to say, some facts are more serious than others, but the entire book is written with a sense of humour that is sure to entertain those with an interest in science or medicine.

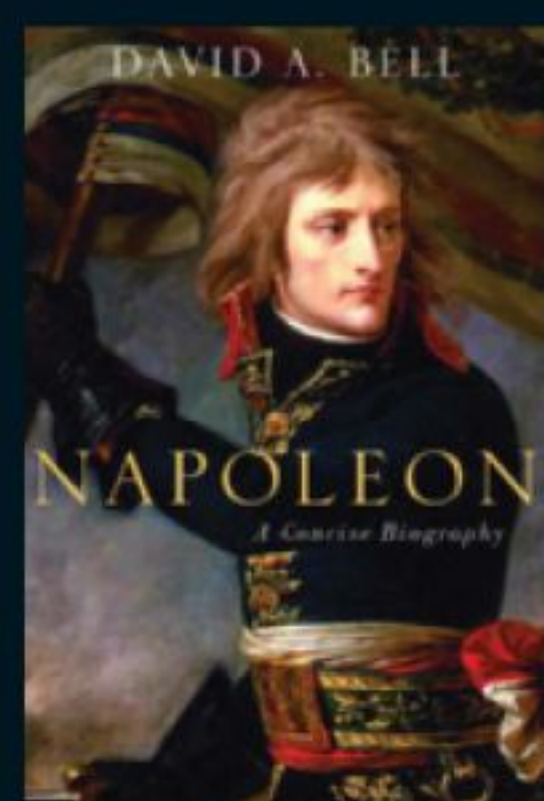
Wit is where Caroline Rance triumphs, fitting in with Amberley's range of *100 Facts* books (other titles include *The Georgians In 100 Facts* and *William Shakespeare In 100 Facts*), making it a great coffee table book with an extra dose of educational value, while at the same time providing a level of insight that exemplifies Rance's knowledge and research into historical medicine. You won't find an in-depth analogy of the social, political and ethical role of medicine in society, nor will you find a journal on the origins of the idea that smoking is good for you (number 61) citing a zillion research papers from the early 1800s. What you will find is a quirky collection on tapeworm diet pills, body-snatching students, skull-drilling cavemen, mercury-huffing syphilis patients and simply the discovery of penicillin, and that's sure to tickle your funny bone.

HISTORY of WAR

RECOMMENDS...

Napoleon: A Concise Biography

Author: David A Bell **Price:** £12.99
Publisher: Oxford University Press



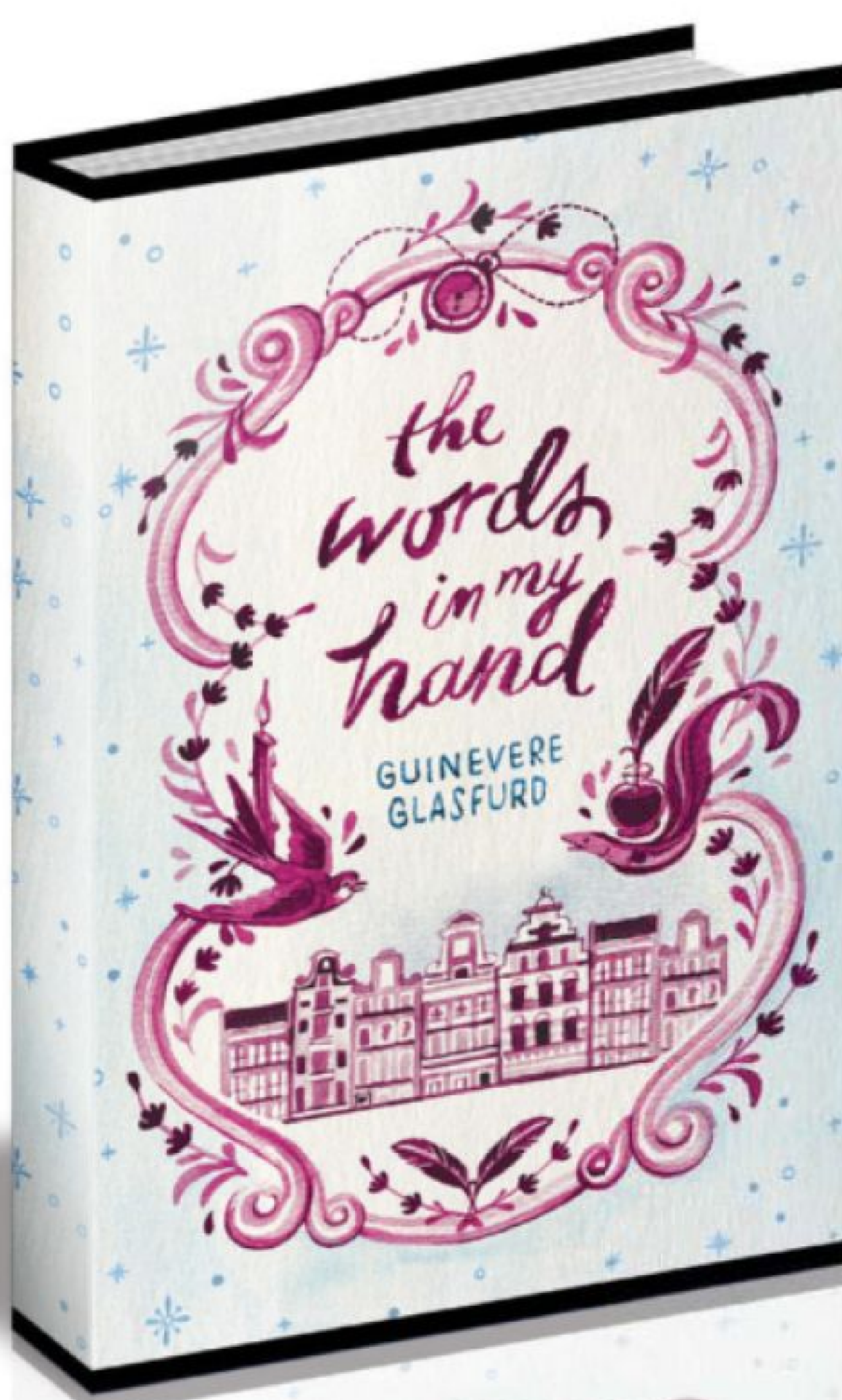
Napoleon Bonaparte is one of the most written about figures in history, raising the question: does the world really need yet another book about him? According to

author David A Bell, the answer is yes because, as he points out, the subject is so vast that only giant tomes on it seem to exist. So he's come up with a lively and, to use his term, concise study of a man who was at once both the greatest hero and villain of his age. A succinct take on one of history's giants - perfect for Bonaparte beginners.

THE WORDS IN MY HAND

Better left un-reimagined

Author Guinevere Glasfurd **Publisher** Two Roads **Price** £16.99 **Released** Out now



This historical novel reimagines the real story of Dutch maid Helena Jans, who worked for English Bookseller Thomas Sergeant.

The novelisation of her story covers how she learned to write, made her own ink out of beetroot and used her own skin as parchment, and her relation with René Descartes.

While there is intrigue in her story, the start of the novel is slow as we follow her to market to buy a 'boeket' of flowers, home to make a chicken broth and into her journey of learning to write, which happens so quickly that if you blink you may miss the pivotal moment. The start stumbles continuously over her inability to speak and understand the French language, and being unable to pronounce words that have just been said to her multiple times much to the annoyance of those she is speaking

to. These stumbles, the choppy and simple language, and the constant need to clarify what is being said often make the text jarring to read and end up taking away from the story at hand. It almost seems as if there is little story at all.

The love story successfully manages to avoid the 'seductive maid' storyline when it comes to the relationship between Jans and Decrates, it actually being her wit and charm that attract him. Although built around snippets of information, this is a seemingly believable account of what her life might have been like in 17th-century France.

Once you get past the clunky language and into the meat of the story, *The Words In My Hand* is an interesting read, but may not be worth the rather hefty hardback pricing.

READING THE MAYA GLYPHS SECOND EDITION

Master the basics of this beautiful but complex writing system

Authors Michael D Coe & Mark Van Stone **Publisher** Thames & Hudson

Price £12.95 **Released** Out now

Already a seasoned traveller to Maya territory and want to get more from your visits, or simply looking to impress fellow museum-goers with your ability to translate strange-looking glyphs? Then look no further than the second edition of *Reading The Maya Glyphs*.

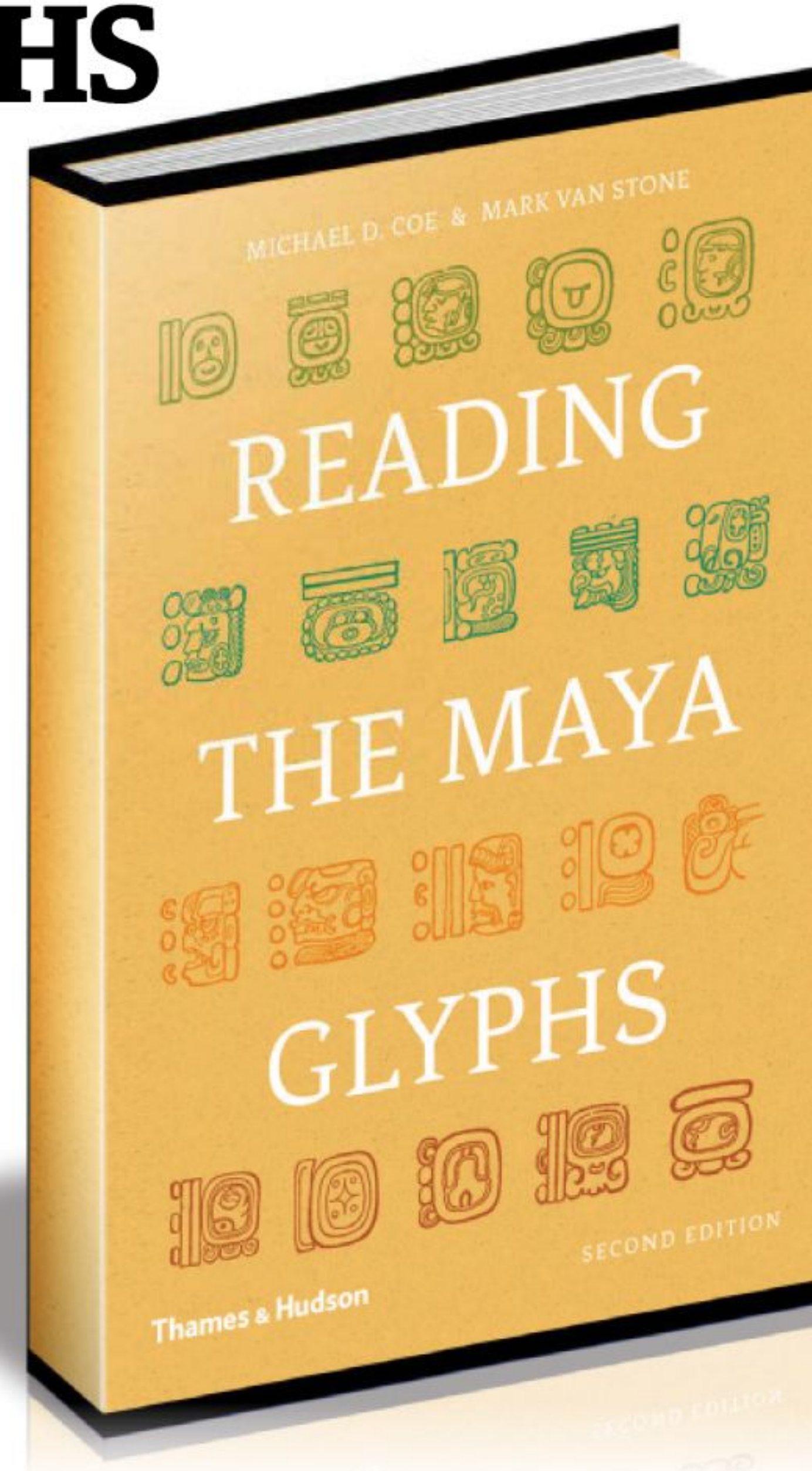
The Maya hieroglyphic script is the only known writing system of the Americas in the pre-Columbian era. With about 800 signs, the glyphs can appear a little daunting, but with this guide, you will be able to master the basics in no time.

Written by one of the foremost Mayanist scholars of the 20th century, Dr Michael D Coe, and Maya hieroglyph expert Mark Van Stone, *Reading The Maya Glyphs* is an accessible, easy-to-follow introduction to this complex system. The glyphs are clearly illustrated and the guide itself is interspersed with snippets of history. From the mathematics behind their famous calendar

to politics, relationships, warfare and even the supernatural world, there is plenty to enlighten you on all aspects of the Mayan way of life. There are also practical exercises to complete with answers at the back, so that you can check your progress and understanding along the way.

Some of the language is quite technical, so readers who don't already have a background in linguistics and translation may have to work slightly harder. The grammar in particular can pose quite a challenge even to those who have experience in this area, but it's important to bear in mind that this writing system is one of the most complex in the world, with variants upon variants, so it will take time and patience to learn - don't expect to become an expert overnight.

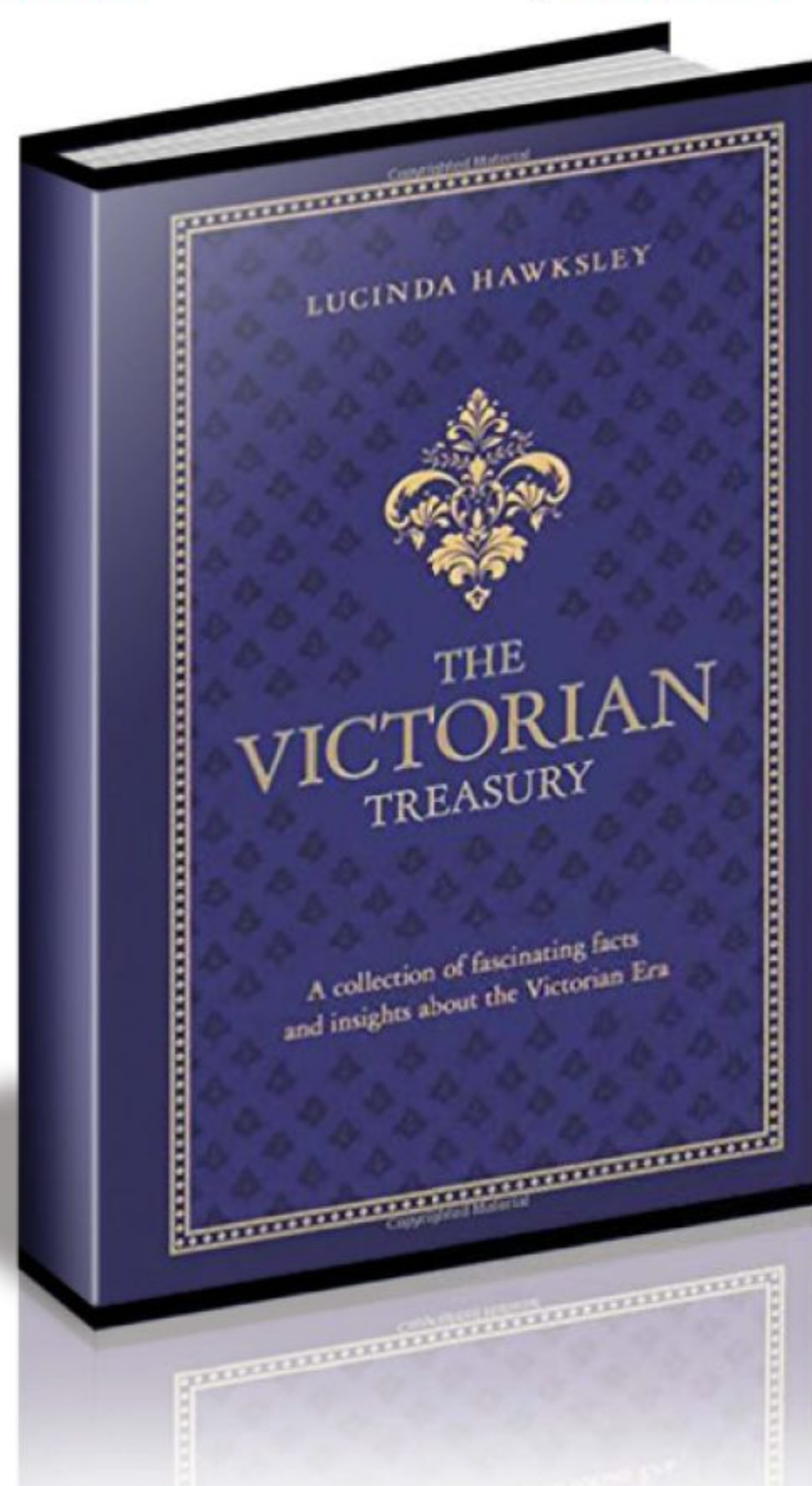
Overall, this book is a must-have for any enthusiast looking to better understand this incredible civilisation and their written language.



THE VICTORIAN TREASURY

Everything you wanted to know about the Victorians but didn't have time to read

Author Lucinda Hawksley **Publisher** Andre Deutsch **Price** £9.99 **Released** Out now



When Queen Victoria took to the throne, it was a refreshing breath of air for the British monarchy. Victoria would move away from the debauched kings that had preceded her and usher in a new era of change and prosperity. But can you pack all that development, invention and innovation into one pocket sized book? Lucinda Hawksley is determined to try.

Did you know that the population of Britain more than doubled in size from 16 to 37 million between the 1830s and 1901? Or that improvements to the London-Manchester railway line saw the journey time reduced to just four hours rather than four days? These are the tantalising facts that Hawksley crams into her small but sturdy 160-page work.

The Victorian Treasury takes the reader through sweeping, empire-spanning events right down to the humdrum everyday lives of the average British citizen. It covers everything from the industrial

revolution and the social upheaval that it heralded to how fashion changed with the booming cotton industry. Hawksley is determined to dive into every facet of Victorian life to give the reader a taste of the plethora of experiences that were available.

Aside from Victorian life, the most notorious criminals of the time are also covered, like the infamous Jack the Ripper who terrorised London's Whitechapel to devil-eyed Spring Heeled Jack, so named for his ability to bound away from the scene of a crime with alarming speed.

Anyone looking for detailed insight into the Victorian world, however, will be left wanting more meat on the bones. This book isn't meant to be an exhaustive tome, it's an accessible work that can be picked up and scanned at leisure. As fun as the book is, the price tag might be a little steep for what you're getting, but this doesn't stop *The Victorian Treasury* being perfect for some light bedtime reading about the Victorians.

"It covers everything from the industrial revolution and the social upheaval that it heralded to how fashion changed"

Where can you see this statue of King Alfred the Great?

Three places across England
have erected a statue of this
Saxon warrior king who
defended his kingdom of
Wessex from the Vikings

Is it...

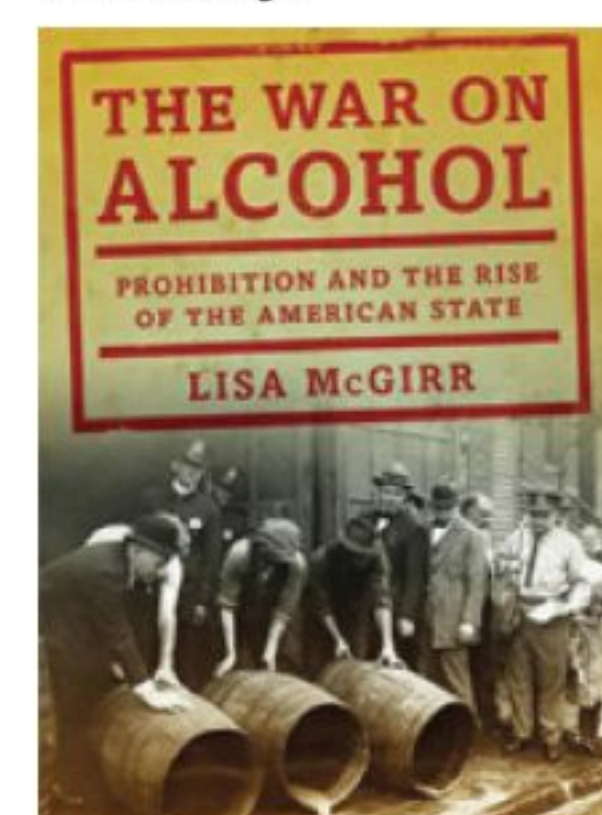
- A.** Winchester
- B.** Pewsey
- C.** Wantage

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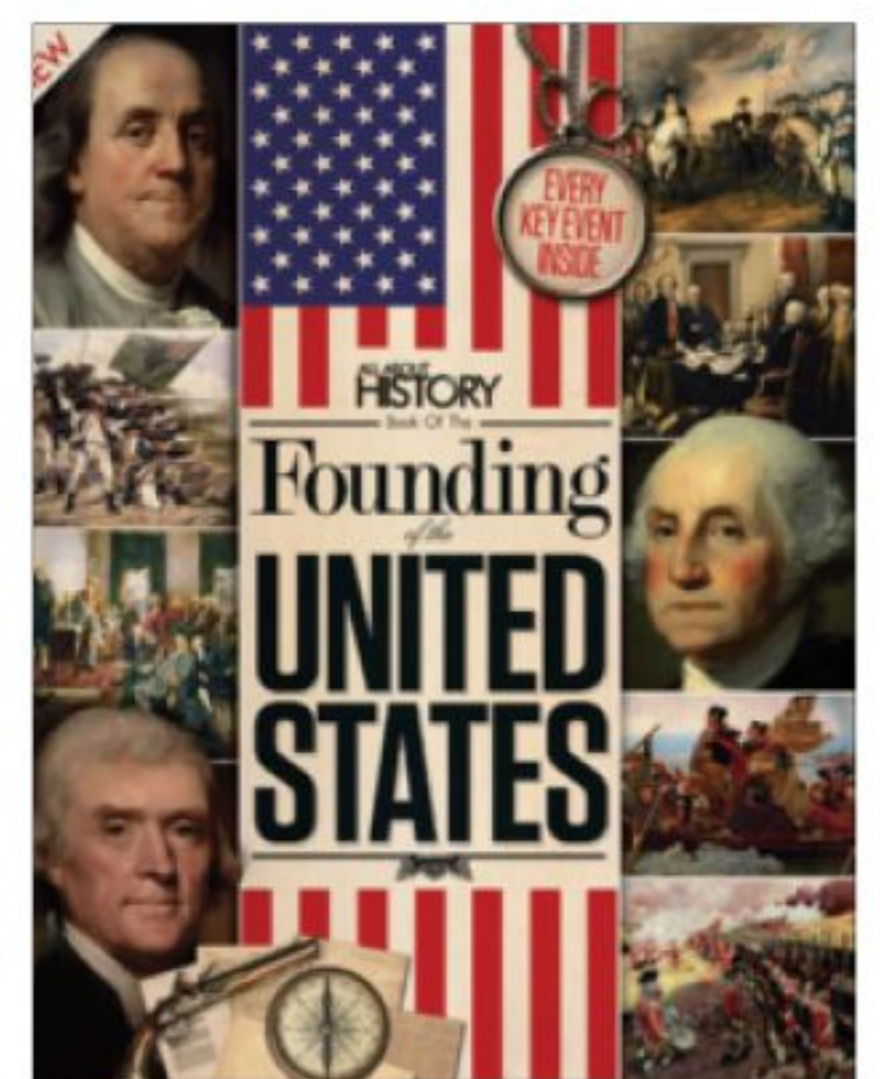
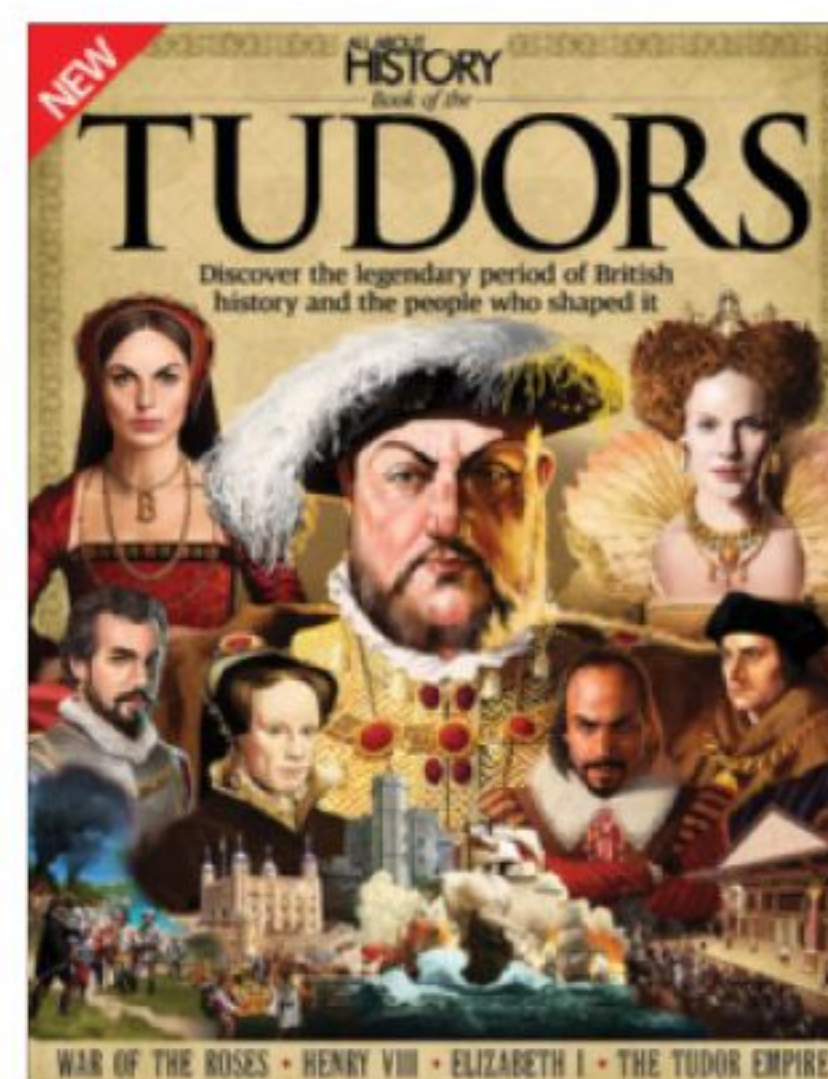
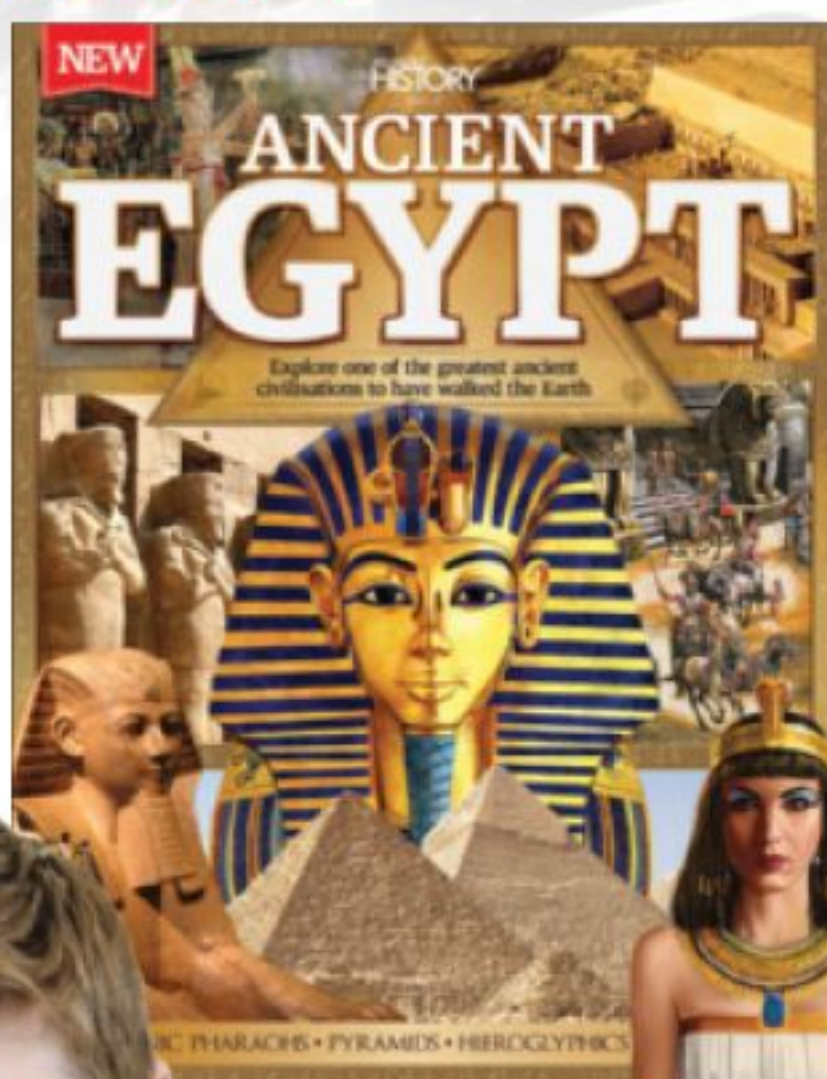
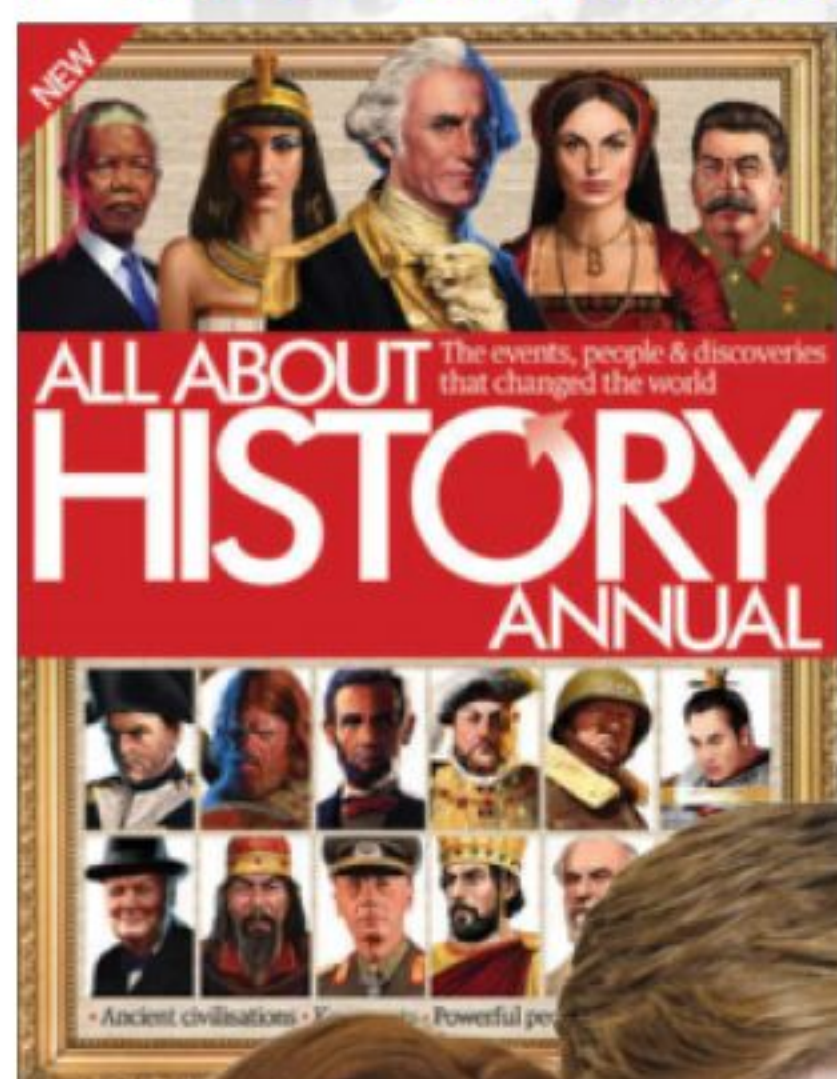


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HIROHITO

Nationality: Japanese
Born-died: 1901-89

Brief Bio

The emperor of Japan from 1926 through to 1989, it is believed that his country's wartime movements were down to the demands of aggressive military officials, not him. He was proud of Japan's wartime expansion but insisted on peace after the atomic bomb attacks to spare his country more bloodshed.

Representatives from Germany, Japan and Italy sign part of the Tripartite pact in Berlin



What led to the development of a relationship between Germany and Japan during WWII?

Tristan Seguin

In the lead up to war, Nazi Germany was seeking potential allies. Despite differing ideologies, Imperial Japan was seen as an ideal partner that would open up a Pacific theatre of war against the USSR and the USA. An Anti-Comintern pact was first signed by the two powers in 1936, as they shared a desire to reduce the rise of communism and stunt, in particular, the development of the Soviet Union. The later Nazi-Soviet pact of non-aggression did briefly sever ties between the two nations, but they reconvened and entered an

official Axis alliance with Fascist Italy in 1940 under the terms of the Tripartite Pact.

Hitler and the Japanese Emperor Hirohito never met, and the Führer secretly deemed his own peoples as racially superior. Nevertheless, they continued as allies of convenience. Japan invaded Korea and China, but its attack on Pearl Harbor in December 1941 brought the USA into the war and made it global. If the Axis had won, it is unlikely the two nations would have got on well, and alternative histories such as *The Man In The High Castle* suggest what could have happened.

How did people wake up on time before the invention of the alarm clock?

Phil Sykes

The first and perhaps easiest way was to drink excessive amounts of water. A practice used by Native Americans well into the 20th century, its drawbacks were that it could wake you up earlier than expected and not to a specific time.

The ancient Egyptians had an almost ingenious invention way back in 245 BCE. Using the world's first mechanical clock, water was put into a vessel on a hourly basis to tell the time. By adding an alarm mechanism such as a pellet hitting a metallic plate, an effective alarm clock was created.

Perhaps the most infamous of all the waking up devices was the knocker upper. Used prominently by factory bosses in the Industrial Revolution, a person was hired to knock on windows with a long stick or a pea shooter to make sure employees arrived at the mill on time.



Prior to the alarm clock, many different methods were attempted to try and wake up on time

This day in history 4 February

960

Beginning of the Song Dynasty

Zhao Kuangyin is crowned as emperor Yaizu of Song, beginning a new Chinese dynasty. The era will last for more than three centuries and will be the first dynasty to issue banknotes and also begin the widespread use of gunpowder.

1789

First President of the USA

George Washington is unanimously elected as the first president of the newly founded United States of America. The war hero was a slightly reluctant president but was determined to lead the USA forward.

1794

Slavery abolished in France

Slavery is banned in all territories of the First French Empire in an attempt to help rally people to the French cause rather than the British or Spanish side. Sadly, it will be re-established by the Law of 20 May 1802.

1846

Mormons leave Nauvoo

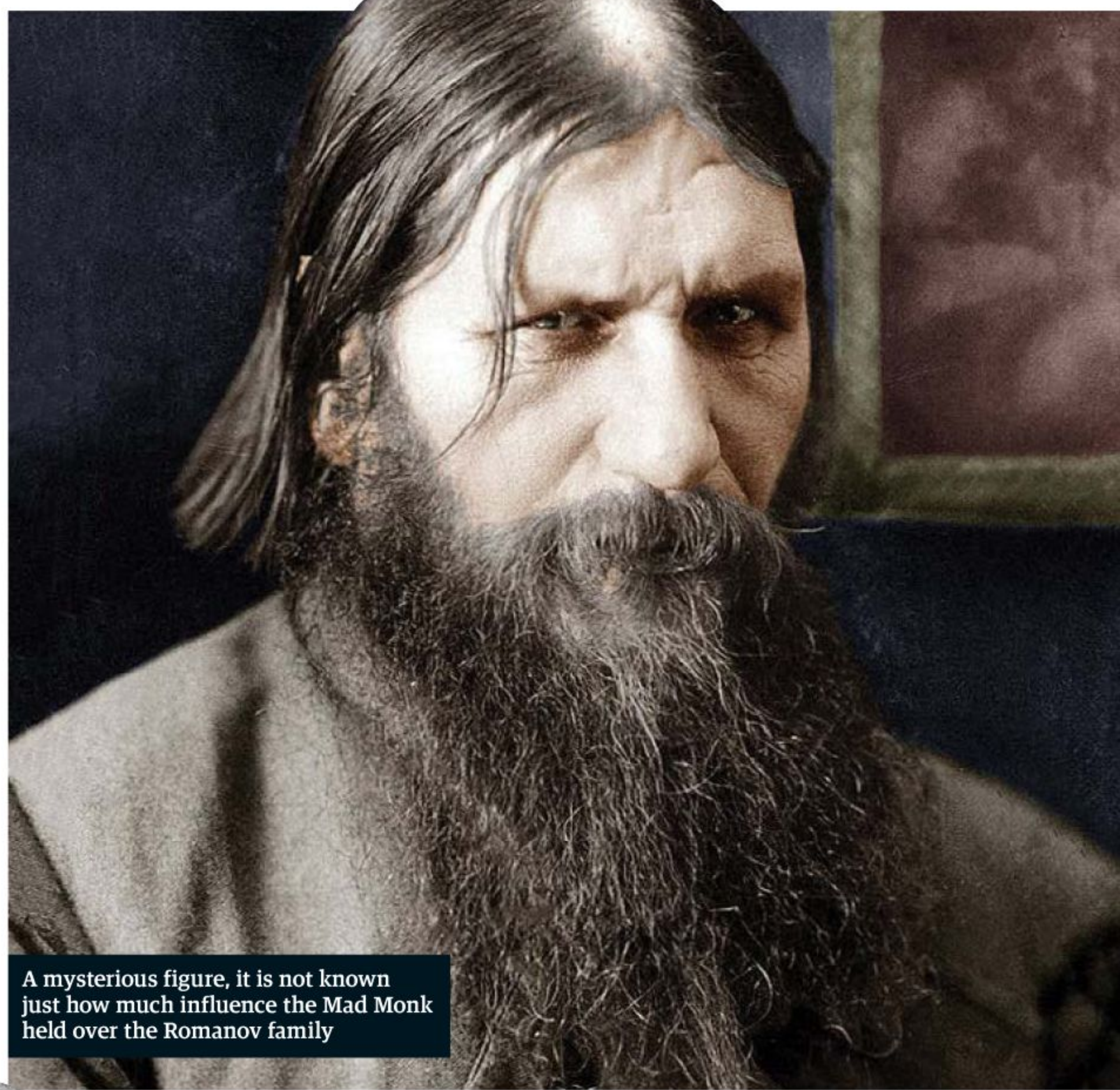
Led by their new leader Brigham Young, members of the Church of Latter Day Saints migrate west following constant harassment from mobs. After a long journey, they arrive in their new homeland of Utah.



Who killed Rasputin?

J Gregory

The demise of the infamous Mad Monk is still something of a mystery. When the Bolsheviks came to power, many of the country's records were destroyed, so the cause of Rasputin's death is determined with educated guesswork. The theory most agreed upon is that a group of conspirators led by Grand Duke Dmitri Pavlovich and Prince Felix Yusupov gave Rasputin food and drink that was laced with cyanide. When it seemed that the poison had no effect, he was shot, wrapped up in a carpet and thrown into the nearby River Nera. Rasputin's corpse was found frozen on a sledge three days later.



A mysterious figure, it is not known just how much influence the Mad Monk held over the Romanov family

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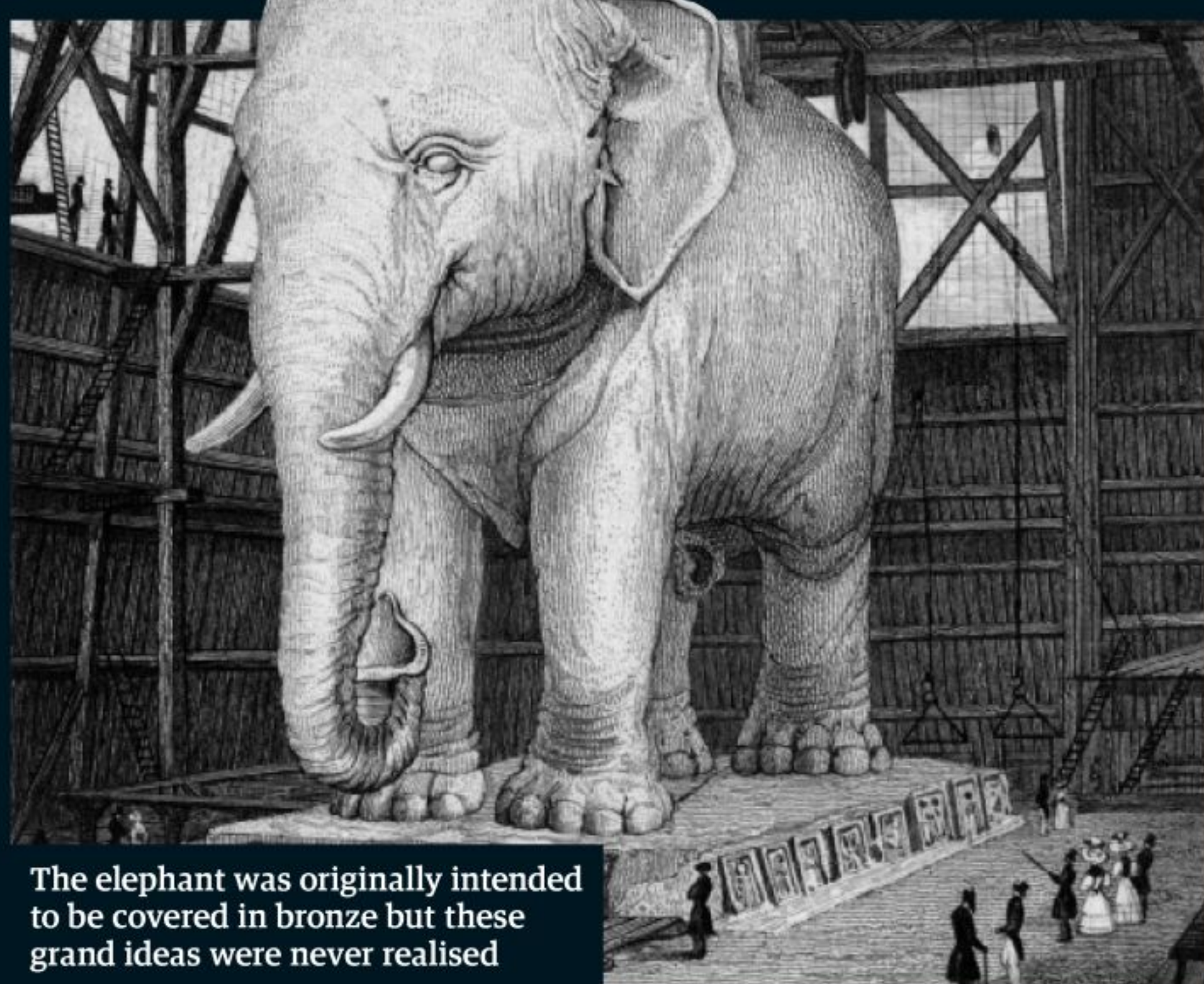
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The elephant was originally intended to be covered in bronze but these grand ideas were never realised

What was the Elephant of the Bastille?

Faye Stevenson

Brought to the attention of many by the 2012 blockbuster *Les Misérables*, the Elephant of the Bastille was indeed a real Parisian landmark. Surrounded by a pool of water and standing 24 metres tall, it was an impressive structure that was the brainchild of Napoleon, who commissioned it as a tribute to his growing list of military victories. However, the French defeat in 1815 meant that it remained unfinished and fell into disrepair, eventually being demolished in 1846.



Did Suffragette Emily Davison really mean to kill herself? Find out at... historyanswers.co.uk

1913

Rosa Parks is born

Most famous for instigating the Montgomery Bus Boycott, Rosa Parks also went on to attend and speak at many civil rights meetings and events, becoming a symbol of equality and freedom in the process.

1945

Yalta conference

'The Big Three', Churchill, Roosevelt and Stalin, attend a conference in Russia to determine what would happen after the imminent Allied victory in Europe and decide how best to end the Pacific War with Japan.



1974

M62 coach bombing

The IRA explodes a bomb on a bus carrying off-duty British Armed Forces personnel in Yorkshire, England. Nine soldiers and three civilians are killed by an 11 kilogram bomb located in the vehicle's luggage locker.

2004

Facebook founded

The brainchild of Harvard students Mark Zuckerberg, Dustin Moskovitz, Chris Hughes, Andrew McCollum and Eduardo Saverin, the social media website is officially launched in 2004. The site now has 1.55 billion monthly active users.



© Getty Images

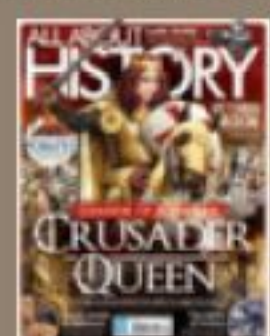


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Captain Langsdorff's approach to the battle saved many of the lives of the men serving on merchant ships

The merchant seaman who got caught up in a world war

James Wells

My late father, Victor James Wells, was serving in the Merchant Navy at the outbreak of war, and although he rarely spoke of his later experiences, he did tell of his early encounters. Early on, it was decided that merchant seamen such as my father were not legally allowed to use arms if attacked by an enemy, so my father attended a gunnery course at the Shoeburyness firing range, Essex. On completion of the course, he became a member of the Royal Naval Volunteer Reserve (RNVR) and was now legally entitled to shoot back if attacked by the enemy. At the outbreak of war in 1939, he was sailing back from South America with a cargo of frozen meat. The first indication the crew had of anything untoward was when the ship was suddenly diverted to Georgetown, British Guiana

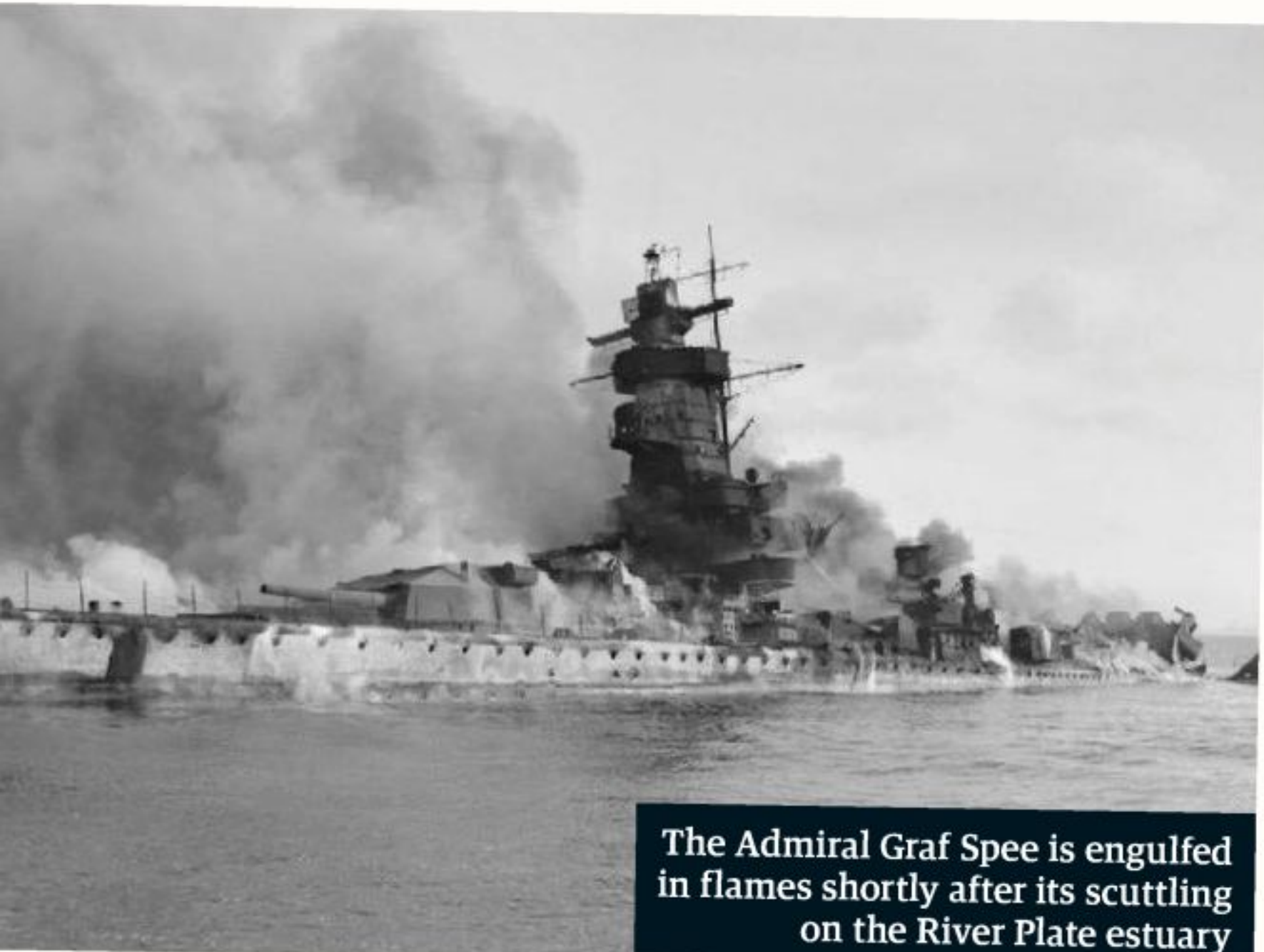
(now Guyana), for no immediately obvious reason. A furious, near mutinous crew immediately demanded to know why their impending UK leave dates had been changed. Only on arrival were the crew told that Britain was again at war and the ship had been diverted to pick up a batch of Admiralty-allocated armament.

After a modicum of excitement, this turned out to be a 1912 Japanese 4.7-inch gun with three shells, all still in the original grease-filled 1912 boxes. The rest of the armament consisted of a Lewis gun and 30 rounds of ammunition. Eventually the moment arrived when it became necessary to actually fire the gun rather than just clean the grease off it. Having loaded a round into the gun and carefully closed the breech, everyone stood back as the gunner gingerly pulled the firing

Send your memories to: @ allabouthistory@imagine-publishing.co.uk



The Lewis Gun was nicknamed the 'Belgian Rattlesnake' and could be used on both land and sea



The Admiral Graf Spee is engulfed in flames shortly after its scuttling on the River Plate estuary



SS Inanda was initially built as a cargo liner in 1925 but was taken on by the Royal Navy for war service in 1940



A photo of Victor James Wells in uniform taken in 1945

lanyard. There was an "enormous" explosion and the breech block flew violently backwards off the gun, striking a newly installed Lewis gun structure on the ship and knocking it overboard. Nobody ever learned what happened to the fired shell but it had definitely left the gun; the best guess was that it had probably landed in a nearby dock basin without exploding.

A little later came the famous Battle of the River Plate, the first naval battle of World War II. During the battle, my father's ship was blockaded in port by the German cruiser Admiral Graf Spee. As the ship came into Montevideo, it was blowing black smoke from the funnel and the engines were sounding "rough". It is probable that in the naval action ending at Montevideo the Graf

Spee had taken some serious damage. The battle was a British victory and my father was of the opinion that the Admiral Graf Spee was too badly damaged to try and make a run back to Germany with the Royal Navy in the Atlantic. The German Captain Hans Langsdorff chose to save lives on the merchant ships that he been compelled to sink, earning great respect for this conduct. There were stories of the great camaraderie between the British and German crews in Montevideo with plenty of beer flowing. Captain Langsdorff visited all his crew to check that they were being well treated, then went back to his hotel, wrapped himself in the old Kriegsmarine flag and shot himself. My father attended the defeated German captain's funeral and commented that Langsdorff was a "Prussian".

Regrettably, what exactly he meant by that remark is now lost.

One of my father's ships, the SS Inanda, was sunk during a German air raid on London in September 1940. He remembers visiting his mother on the day of the attack when a bomb went down the funnel of the ship and sunk it to the bottom of the dock.

Do you have any family stories to share?



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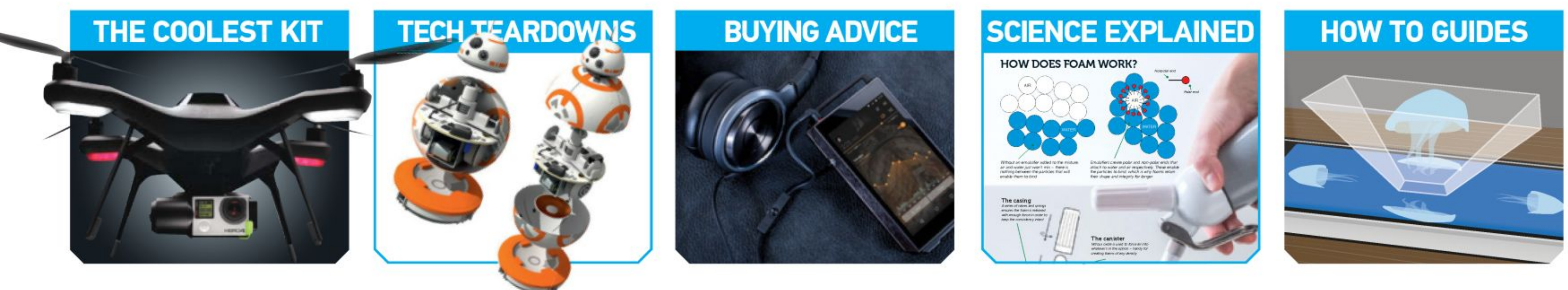
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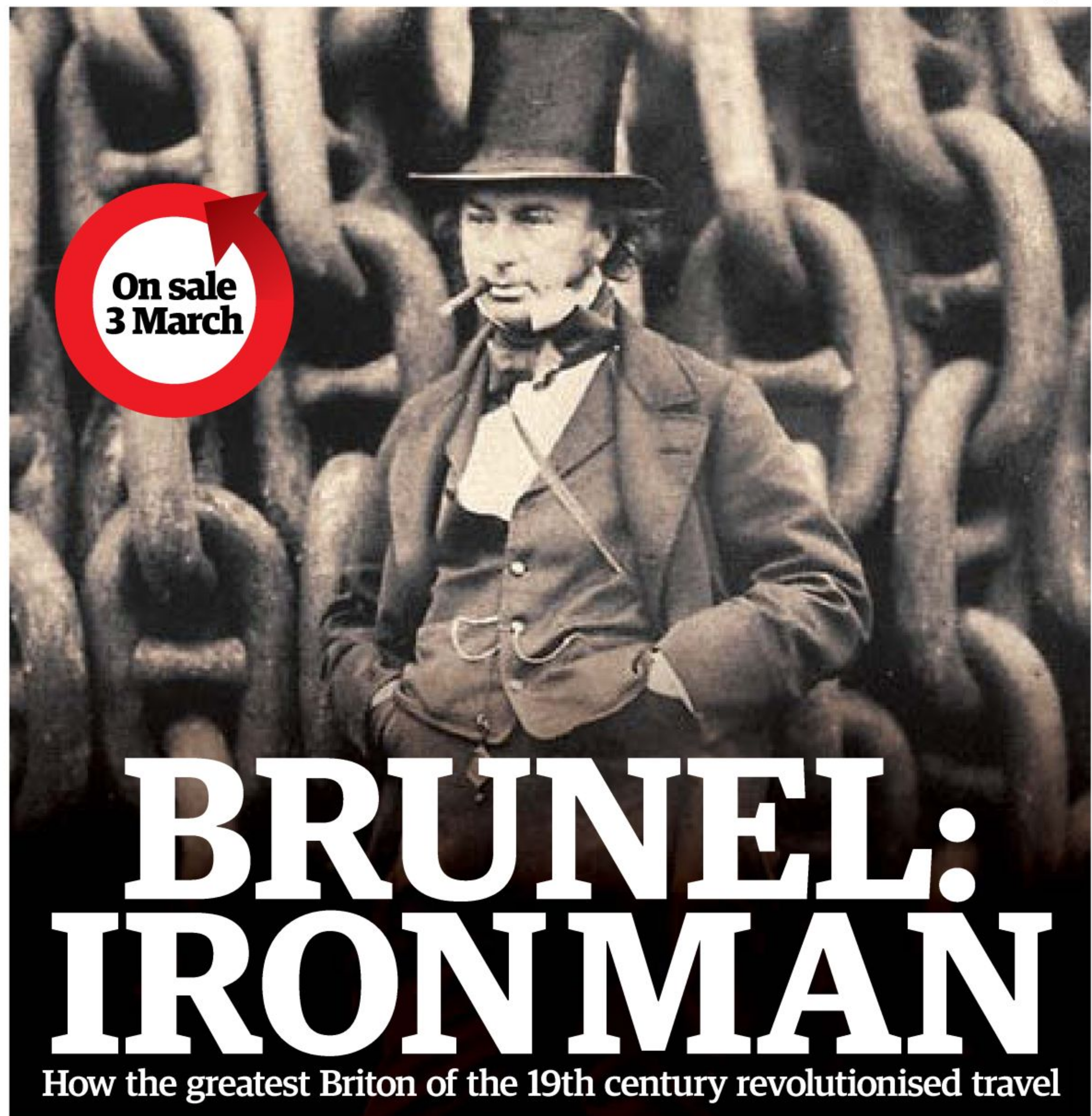
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HISTORY HOLLYWOOD

Fact versus fiction on the silver screen

LES MISÉRABLES

Director: Tom Hooper Starring: Hugh Jackman, Russell Crowe, Anne Hathaway Country: UK Released: 2012

Just how fictional is the film that *isn't* about the French Revolution?



VERDICT Nitpicks aside, this is as faithful a representation as musicals get

WHAT THEY GOT WRONG...

01 During the final act, Javert is shown wearing a medal of a Chevalier of the Legion of Honour. This decoration is wrong for the time period, as it is the modern version due to it having a five-pointed Maltese cross and a green palm rather than a bronze wreath.



02 When Javert learns that Valjean has been captured, a French flag is seen hanging in the background. It is the tricolour French republican flag, which wasn't in use for the entirety of the Bourbon Restoration when the novel, play and film are set.



03 At the Friends of the ABC barricade, a calf can be seen stumbling across the barrier. It is a white-faced Hereford Poll, which didn't exist until it was first bred in the 1880s, 50 years later than the film is set. Herefords didn't even reach France until the 20th century.



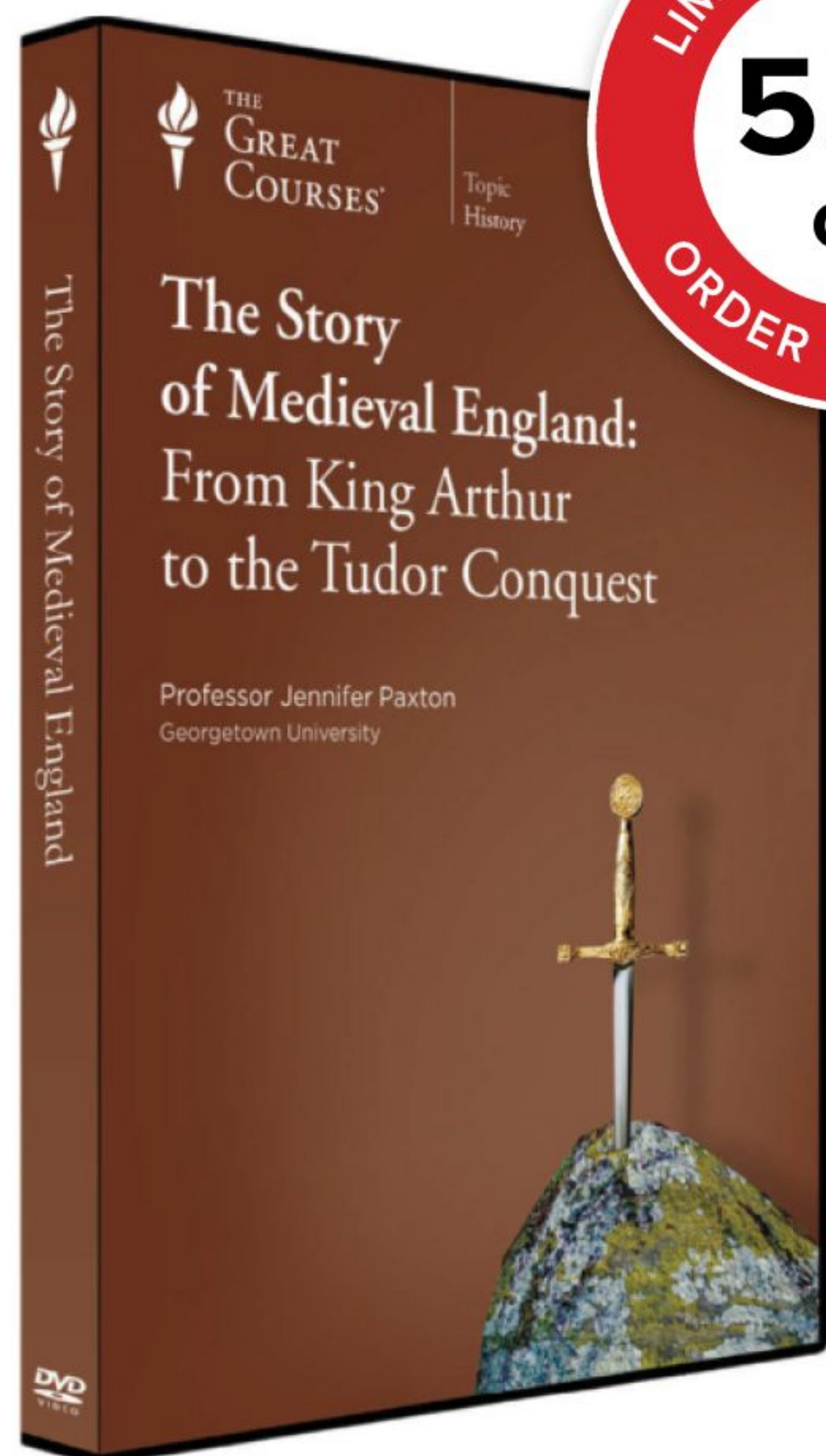
04 During Gavroche's short but significant scene, the viewer can clearly see the calliper discs on one of the wagons. These types of brakes were not used until 1890 at the earliest. Also, the priest that tends to Valjean dons incorrect liturgical vestments for the era.



WHAT THEY GOT RIGHT...

Overall *Les Misérables* is very historically accurate. The June Rebellion (and not the French Revolution), for example, is portrayed accurately. The majority of Parisians were indeed reluctant to join the student uprising, and the idolisation of General Jean Maximilien Lamarque is accurately portrayed.





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